

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXIX. NEW YORK, JUNE 25, 1902. No. 13.

Summer Advertising:

*Cures for Colds, Perspiration,
Powders, Soaps, Rowboats,
Yachts, Electric Launches,
Trunks, Valises, Ginger Ales,
Root Beers, Lemonades, Sum-
mer Hotels, Excursions, Places
of Resort, Steamboat Traps,
Refrigerators, Gas Stoves, Light
Clothing, can be best adver-
tised in the*

Philadelphia Record

*The largest circulation of any
newspaper in Pennsylvania.
Advertising Rate, Twenty-five
Cents a line, subject to dis-
counts.*

New York:
185 World Building.

Advertising Manager,
Philadelphia.

Chicago:
1003-4 Tribune Building.

The Richmond Dispatch

DAILY AND SUNDAY,

and

The Richmond News

DAILY.

Are now in their new establishment—a five story building on the most prominent corner in Richmond. With ten linotypes, a three deck straight-line press, and all the other accessories of modern newspaper equipment, they are better furnished than ever to

COVER THOROUGHLY RICHMOND AND ITS TERRITORY.

The Dispatch has for many years been the leading Morning Daily Newspaper in the State of Virginia.

The News, issued under the same management, is the progressive, popular paper in the afternoon field, in which it supplements the morning circulation of the **DISPATCH**.

RICHMOND is a rich field for the advertiser.
THE DISPATCH and NEWS are the profitable way to reach it.

Rates and further information on request.

J. E. VAN DOREN SPECIAL AGENCY,
MANAGER FOREIGN ADVERTISING,

Chicago:
1103-1105 Boyce Building,

New York:
107-410 Temple Court.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXIX.

NEW YORK, JUNE 25, 1902.

NO. 13.

THE ERIE RAILROAD'S SUB-BURBAN ADVERTISING.

New Jersey stands in peculiar relation to New York City, and the Erie Railroad stands in peculiar relation to New Jersey.

At the close of every week-day the congested business district of Manhattan Island empties itself through four channels. Two great tides sweep over the Brooklyn Bridge and flow up the surface and elevated lines to Harlem and the Bronx. A third division, smaller than either, hurries away to New Jersey by ferry and train. A comparatively small remnant goes south to Staten Island. In the growth of the city New Jersey has formed a sort of reservation, to be taken up after the settlement of the three more accessible suburban districts. Until very recently travel has not been driven toward this side of the city, but now the pressure upon the Bridge and car lines is diverting an ever-increasing tide toward the neglected outlet, and the time has come when New Jersey must be settled in earnest. Many railroads traverse suburban New Jersey, but the Erie has a greater mileage through the more desirable residence districts. Its various lines form a network over 900 square miles of accessible territory. Until last January the Erie had never made any very strenuous effort to develop its suburbs, for there were few indications that a tide could be turned in their direction. With the beginning of this year, however, General Passenger Agent D. W. Cook decided that operations could be undertaken with considerable chances of success. New Yorkers are becoming intensely interested in country and suburban life, and men who support families upon comparatively small incomes are learning the wisdom of living outside the city. Nature study and outdoor books

both foster and indicate this new interest.

"The Erie's suburban homes are an exceptionally attractive proposition, and we knew that there were a great many people in New York City who could be interested in them," said Suburban Passenger Agent J. F. Jack, to a *PRINTERS' INK* interviewer. "The only way to interest them was by telling them what we had, of course, and the only way we could tell them was by advertising. So we began to advertise—or, rather, we began to prepare to advertise.

"There are hundreds of homes for sale and to rent in our part of New Jersey—new houses, old houses, broken down houses that can be repaired, cottages in villages, small farms and so forth. Our territory is plentifully supplied with real estate men, and it was necessary to enlist their aid first of all. So we hunted them up, told them what we proposed to do, and had them send in lists of every empty house for sale or rent, every boarding house and every piece of available property in their section. There is no doubt but a fine advertising appropriation could have been raised among them at slight expense to each, but the Erie is bearing all advertising expenses, and asks nothing more than good will and co-operation in taking care of people sent them.

"We also prepared to use publicity in a systematic manner, following up replies, tabulating results of different mediums and wasting as little energy as possible. The initial campaign was not very expensive, as advertising goes nowadays. We want to begin small and increase a little from year to year, building substantially and drawing our methods from our experience. If a family can be settled in the Erie's New Jersey suburbs it means practically two more fami-

lies, for suburban residents are excellent missionaries. Nor will they ever live in the city again. We know that from experience. If they return to the city it is so unattractive that they come back to the suburbs. Our public lies wholly in Greater New York. The people we want to reach more than others are those traveling to Harlem and Brooklyn. We thought that the papers, elevated and surface cars would practically cover our field—and we were right, according to subsequent results.

"On February 15 we began to use these mediums. Our ads were small, containing a little catch phrase, with the Erie trademark and the necessary addresses. Here are some which I wrote myself:



There's a home for you across the Hudson. Call and let us tell you about it.

If it pays the landlord to own your home, why not try it yourself? If it pays him, it will pay you.

"As handy as Harlem" are many of the fine suburban towns along the Erie. Did it ever occur to you that in paying rent you are robbing your own pocket? It's so! We can tell you how to stop it.

"There's no place like home"—especially if it's a suburban home of your own.

Bring up a child in the country, and he will be better fitted for life.

A little house of your own is better than a big one for which you pay rent. "Go West"—just over the river—and let your children grow up in the country.

You can get away from all the dangers and still retain all the comforts of city life by making your home in the Erie's suburbs.

True happiness is enjoyed by the man who can say of his home, "This is mine own."

"These were used on car cards and in all New York dailies. Each ad was keyed with letters. Between February 15 and June 1 we received over 6,000 replies and inquiries. It was impossible to trace every one of them but we got a percentage large enough to show where results were coming from. These have been carefully tabulated, and show us exactly

what papers are desirable for our purposes. I am not at liberty to give figures, but can say that certain New York dailies are—for our purposes, remember—almost beyond price, while others are of little account. We used some large spaces, especially on Sundays, but in the main our ads averaged a couple of inches. Some of the most profitable were little three-line want ads under 'Jersey Real Estate.' They were inexpensive could be printed every day, and brought replies. I find that people who have once begun to think of a suburban home are continually reading all kinds of real estate ads, and they do not object to digging through the want liners. The car cards paid well, but not so immediately as the papers. We stopped them in May, but got inquiries long after the last card had been taken out of the cars. People riding in the cars read the ads day after day, and got them firmly impressed upon their memories evidently. Then, with the coming of warm weather and the moving problem, they remembered them and wrote for information.

"To all inquiries we mailed a handsome map of our Jersey suburbs, a table of distances and commutation fares, a complete set of local time tables and a list of real estate men. We tried to find out how much rent they were willing to pay, and their preference as to distance and locality. Then we referred them to the proper agents or owners. As I said in the beginning, we have an exceptionally attractive proposition, and can compete with city rents. We aim to reach all classes, but particularly the man whose income is \$2,000 or more a year. Besides the advantages of fresh air, country surroundings, a garden and a safe place for his children, we can give him almost anything he wants in the way of a home. We try to fit his pocketbook. We can rent him a home and take him into the city every day for as little as \$15 per month, and from this we can go up to any figure. We are beyond the salt marshes, at a good elevation, and never send people to poor locations. They need not travel more than thirty miles, while the

(Continued on page 6).

Successful adver-
tisers have always
advertised in

THE SUN

That is why you
should be among
the number—suc-
cessful men seek
each others' com-
pany.

Address
THE SUN, NEW YORK.

average is twenty. We can take them from Chambers street by ferry and set them down fifteen miles away in thirty-four minutes.

"The local real estate men, with hardly an exception, seconded our campaign to the best of their ability. Not all of them have given us detailed reports of results in their localities, but many have gone to great pains to do so, and to express their appreciation. In one town the agent has had 150 inquiries for houses, and has settled twenty-five new residents. Another who does no advertising of his own, has three assistants this year, though last year he attended to his business without help. In another town are fifty new residents, most of whom came from our advertising, while in another they are putting up twenty-five new houses. On April 12 a woman wrote from Philadelphia, saying that she wished a house at \$20, including daily commutation ticket for her husband. On May 5 she had located in one of a list of towns we sent her, and had got a suitable house for \$15, including commutation. In brief, the results have been such that similar campaigns will be carried on each year indefinitely.

"We use no haphazard methods, but make each medium prove that it is worthy or unworthy. Suggestions from real estate men, residents or others are always welcomed. The papers and cars reach all New York, so we have not tried the magazines. Fine booklets, of course, are the staple of all railroad advertising. 'Rural Summer Homes,' which treats rather of country resorts and boarding houses than of the suburbs, is the only thing we have this year, but 25,000 copies were distributed—and it is an expensive book. Next year the road will have one specially gotten up for the Jersey suburbs. Pictures are the main features of these booklets. People keep them for the pictures, and if they fail to bring results one year they are likely to bring them the next. Fine literature is a great force in our advertising, but it cannot be distributed without newspaper ads. People must know that you have something to offer them.

"Above all things, we have been careful not to overstate or splurge—almost fearfully careful. We do not want to make a single assertion or promise that we cannot live up to in letter and spirit. We count upon getting a desirable class of residents into New Jersey and having them as patrons for the rest of their lives, so we begin right, making our offers a trifle unattractive rather than too bright. That is, we show both sides of the picture. Nor do we antagonize the elevated roads, car lines or any other suburb or interest. We want only our own. Naturally, we profit by the Bridge crush and the crowded elevated trains, but instead of making photographs of them—they would be excellent arguments, certainly—we search for the man with a family who has thought out their inconvenience for himself and is ready for improvement in his way of living. Our chief appeal is to his fatherly instincts. We might not get him into New Jersey upon his own account, but we get him because he has children.

"February is a good time to begin the campaign, evidently, and it can be carried on profitably up to the first of June or even July. We catch people when they are moving. Something in the spring air attracts them to the country, and we find them eager to listen to our proposals. Magazines such as *Country Life in America* are inculcating a vast movement to the country, and a little extra effort and advertising on the part of railroads, real estate men and small towns bring results that could not have been attained at all five years ago.

"I think that the Erie trademark is the finest eye-catcher that has ever been devised. Every railroad favors its own, I presume, but it seems to me that the Erie trademark makes the tiniest half-inch ad stand out from the paper like the proverbial sore thumb. We had a full page ad in the *Sun* one Sunday, and the two-inch diamond in the center was practically the only thing you saw at a hasty glance. By its use we have undoubtedly saved thousands of dollars in space bills."

Success Well Earned

IT will probably surprise the general public to learn that of all the papers published in Greater New York, the largest aggregate of advertising in the month of May was carried by the BROOKLYN EAGLE, an evening paper with a Sunday morning edition. That a newspaper in the Borough of Brooklyn should make such a record is indeed worthy of note. While the EAGLE only recently gained first place in point of volume of advertising, it has long been one of the two or three leaders.

There is no profound public interest in the unique fact that a Brooklyn paper occupies this position among its contemporaries of the Greater New York, but behind the fact are certain causes of real concern, not only to newspapers, but to the people at large. The EAGLE is a paper addressed to the intelligence and sober reason, and never to the morbid curiosity of its readers.

* * * * *

The EAGLE's progress from small beginnings to its present position in journalism furnishes an illustration of the magnitude of the results which follow the slow and sure method of building a newspaper on public confidence.

* * * * *

Without the least reflection upon the EAGLE's contemporaries, it may be said that it has given New York a conspicuous and conclusive demonstration of the theory that if a paper looks after the reader the advertising will take care of itself.—*The Baltimore News.*

PHILADELPHIA NOTES.

The latest at the Wanamaker store is a "Coronation Hall," second floor, Market and Juniper streets. In the center of the Hall on a raised dais are life-sized representations of King Edward and Queen Alexandra. On the wall is the famous oil painting of the King in his Field Marshal uniform as he reviewed the troops at Aldershot. This portrait was painted by royal command by R. Caton Woodville, inspected at Windsor Castle, and exhibited at the Royal Academy in 1900. Queen Victoria expressed her admiration for this picture of the heir apparent to the throne. At the entrance to the Hall are some Yeomen of the Guard, just as they stand to-day in the Tower of London; while across the room are knights clad in armor, and examples of machinery of war used in mediaeval times. In a case, near the King and Queen, is a replica of the Royal and Imperial crown of England which will be worn at the Coronation. Right by are reproductions of other crowns which have made history—those of the world-loved Empress Eugene, of the unfortunate Marie Antoinette, of Marie le Medici; the Imperial crowns of Russia, Germany, Austria and the crowns of the Middle Ages. This exhibition is not to sell Coronation goods. There are none to sell. It is simply to give a more correct, though meager, idea of the Coronation ceremonies than can be obtained from the daily newspapers or magazines. As the royal robe will be of crimson velvet, the entire store is dressed in the exact shade of crimson.

* * *

Sylvan, Dalsimer & Sons, the prominent shoe merchants, have extended their business by the addition of a new department which is devoted exclusively to shoes for little folks. The new store is in the basement of the Dalsimer building, and is the only shoe department for the exclusive sale of children's shoes. This is the second important extension of the Dalsimer business within a comparatively short time. The other was the opening of the second floors

of both 1204 and 1206 Market street, for the sale of men's and women's lower priced shoes.

* * *

John M. Campbell, the public press agent and advertising writer, has hit upon a decidedly unique plan by which to secure Atlantic City clients. On Wednesday of each week he goes to the City by the Sea, alternating his headquarters between the offices of the *Daily Press* and the *Daily Review*, and here hotel proprietors and business men of the seashore city bring to him their advertising matter. Next to big display cards, Mr. Campbell is of the opinion that clever press notices are by far the best kind of advertising. He says that they should be even more absorbing than news. Mr. Campbell has the reputation of writing unique notices, and he told me that his work in this line is rapidly growing, as the people are becoming cognizant of the true value of such publicity.

* * *

With their usual enterprise, Lit Brothers have opened another new department in their immense store. This time it is a manicuring and hair dressing parlor, luxuriously fitted up, on the third floor. It is conveniently located and has many advantages not offered by similar establishments. Here one finds every convenience and comfort, together with special appliances. Men and women can have their hands manicured perfectly for the low charge of twenty-five cents, while the rate for hair dressing is correspondingly moderate. This new feature has become very popular already, particularly among the out of town shoppers, and the attendants are kept busy all day.

* * *

Competition in the theatrical business of the Quaker City seems to have become so keen that some of the managers are resorting to "giving something for nothing" schemes to draw audiences. Last Sunday, the Grand Opera House printed a large advertisement in all the newspapers, incorporated in which was the following paragraph: "Ice cream served to every patron at each show."

**There are more
TRIBUNES sold
every day within
the corporate limit
of the City of Min-
neapolis than all
the other local
English daily pub-
lications combined.**

**See report of the
Association of Am-
erican Advertisers.**

IN A FREE COUNTRY.

Referring to the persecution of C. H. Rowan by the postoffice department, Mr. Daniel F. Beatty, the well-known pioneer piano and organ man of Washington, N. J., says it is nothing compared with what he has gone through at the hands of competitors having political influence. In a circular addressed to Assistant Attorney-General Tyner he narrates that in 1886 he was indicted on a charge made by a clerk of J. Walter Thompson, then president of the Beethoven Organ Company, and promptly acquitted. In 1890 they got him indicted again, but were afraid to press their case to trial. Then the postoffice delivered his mail to a concern which had got Beatty's brother with them and stolen the name. Next he was indicted for reproducing some of Cornish & Company's cuts. In 1900 he placed an ad offering a piano for \$117 and catalogue free in a list of some of the largest and most reliable papers of the United States, having 2,289,000 circulation in all, in answer to which he received only 8 decoy letters. The circular contains the ad and the list of papers, and it is evident to an experienced eye that Mr. Beatty has met foul play somewhere. He offers an organ free to anyone who can tell him where all this mail was diverted.

* * *

On May 6, 1902, Justice Bradley of the Supreme Court of the District of Columbia denied the demurrer of the Postmaster-General in the suit of the Railway Equipment and Publishing Company to prevent the charging of third-class rates on the *Pocket List of Railway Officials*, and issued writs restoring second-class privileges to this publication and to the *Official Railway Guide*, with restraining orders to prevent the Postmaster-General from again attempting to charge more. In his opinion he holds that the recent orders of the Postmaster-General are beyond the law, and practically amendments to it which he has no right to make.

Some twenty-five other suits are

said to be pending against the postoffice department.

* * *

A mail order publication which some time since was denied second-class but has secured reinstatement (which many better papers cannot get) writes regarding its refusal of certain ads:

Our information as to what we should run came from Mr. Madden to our attorney and we think you will find that most of the publications that stay in the mails will adhere pretty closely to disabuse-ive and legitimate advertising.

This tells the story. The papers allowed to continue are those following arbitrary rules given out by Madden via a fancy-priced attorney, and those who do not pay this attorney his own prices are getting it in the neck. The courts, however, will soon end this game.

* * *

The proprietors of *Nichols' Monthly* have filed a petition in bankruptcy with liabilities of \$17,000 and no assets. In August, 1901, the property was worth \$25,000, but in September the postoffice department issued an order canceling its second-class privileges, ruining it entirely. Re-entry was applied for on the basis of 115,000 paid subscribers who had received no premium, but this was most illegally and unjustly denied on the ground that the paper carried too much advertising. *Nichols' Monthly* was a bright and interesting story paper, which, if it did not attract pretentious officials, was appreciated and valued by many people as honest and deserving as they, or more so. It is questionable whether or not the officials could not be held personally liable in such an obviously unwarranted proceeding, which could not have been stimulated by an honest motive.—*Advertiser's Guide for June, 1902.*

THE merchant who coldly turns down an advertising solicitor very often shuts off a flow of ideas, which, while they may or may not be good, are cheap.—*White's Sayings.*

THAT man who never dares risk a penny in advertising his goods, can generally be heard above the entire anvil chorus, insisting "Advertising doesn't pay."—*Business Problems.*

The Press

Leads Everything in

Pittsburg

Largest Circulation

Largest Amount of Advertising

Largest Number of Advertisers

Brings Best Returns.

DAILY AND SUNDAY

C. J. BILLSON,

Manager Foreign Advertising,

CHICAGO OFFICE:
Tribune Building.

NEW YORK OFFICE,
Tribune Building.

QUAKER CITY POINTERS.

What is a newspaper? was the question which one of Philadelphia's magistrates had to decide last week. Test cases under the ordinance prohibiting the distribution of circulars were tried and a fine was imposed on two young men who had been arrested while serving the *Quaker City News*. The testimony showed that the men were employed by the Acme Tea Company, whose advertisement appeared in the publication. The attorney who represented the young men and their firm offered in evidence one of the first copies of the *Public Ledger*, the *New York World* and the *New York Herald*, declaring that these papers did not differ from the *Quaker City News* in size and that the *News* would probably meet with the same success in the future. As there were other cases of a similar nature, the attorney said that he would be satisfied to have the decision in the first instance apply to the others. The magistrate agreed and penalties were imposed. The Assistant City Solicitor said that the *News* differed in many respects from a real newspaper, and expressed his belief that such publications were simply blinds and should not enjoy the privilege accorded to newspapers. Meanwhile the Director of Public Safety has issued an order to all police lieutenants directing them to enforce the provisions of the so-called "waste paper" ordinance, which prohibits the distribution, except in addressed envelopes, of advertising matter other than newspapers. He called attention to the definition of a newspaper contained in the postoffice regulations and directed the lieutenants to be governed in their interpretation by that definition, which in brief is, that a newspaper is a publication issued from a regular office at least once a week for the dissemination of current news.

And now the Acme Tea Company is using half pages twice a week in the *Record* and large advertisements in the *Inquirer* and the *Bulletin*.

* * *

"Lit & Brother, Bankers." This

sign now adorns a handsome suite of offices in the second floor of Lit Brothers' mammoth department store, and marks an entirely new departure on the part of this enterprising firm. Incorporated in their plan are many novel and highly attractive features such as are offered by no other savings bank in Philadelphia. In the first place, an account can be started with one dollar. This is credited upon the book of the depositor, along with which is given a pretty little home safe, in which the depositor may place small change, and, from time to time, bring it to Lit & Brother's banking house, have it opened and the contents credited upon his or her deposit book. The unique feature of the plan centers in the fact that each depositor is furnished with a check book, and is under no obligations, as is customary, to give any advance notice of intention to withdraw part or all of the funds on deposit. One simply banks his money, subject to his check order, the same as in any national bank or trust company, and can draw upon it any time. During all the time it remains in Lit & Brother's bank the depositor receives four per cent interest on each dollar deposited, which is one per cent more than is paid by other banking institutions. The home safe loaned each depositor is of oxidized steel, with Yale lock, the key to which is held by the banking house. Another novelty is that all the employees in the bank are girls.

* * *

The fourth floor of Marks Brothers has been converted into a miniature theater, and here three performances are given daily, at eleven, two and four o'clock, which attract large crowds. The latest performers are Adelaide Schanbacker and the Juvenile Minstrels in "Mr. and Mrs. Fairfax in New York for a Good Time."

•••

THE man who is afraid to advertise as he should be afraid to keep a store as he should. People understand it that way, at least.—*Business Problems.*

♦♦♦

PUBLISHERS who build up a circulation by advertising offer constituencies most readily influenced by advertising.—*The Mahin Method.*

Still Another Record FOR THE **CLEVELAND PLAIN DEALER**

A new record in *Plain Dealer* circulation, both daily and Sunday, was made in May, the daily averaging

57,222

copies, and the Sunday

51,832

copies. The *Plain Dealer's* pressroom, books and all records bearing upon the subject of circulation are always open to inspection by advertisers, and those contemplating the making of advertising contracts are urged to make the fullest personal investigation.

C. J. BILLSON

Manager Foreign Advertising Department

TRIBUNE BUILDING
NEW YORK

TRIBUNE BUILDING
CHICAGO

THE ADVERTISING VOCABULARY.

By Joel Benton.

One of the noticeable characteristics of modern advertising—that part of it which is most successful—is the new equipment of phrases and locutions which it has extorted from our flexible English language for its particular use. Human speech, in whatever way it is employed, vocal or printed, is apt to flow in monotonous channels, so that the treatment of any tonic of a business sort, or any sort, has usually been moulding in a few familiar stock phrases the story to be told.

I am sure that the advertising columns of journals and magazines as they were known up to thirty years ago, were only slightly differentiated in their style and make-up and that the language employed in every species of business could be described by the Latin saying *ad uno discrete omnes* (from one you can determine all).

But this circumstance was at last found out to be a little tiresome. The reader when he saw the title of the merchant's advertisement, or the tailor's, had only to read the title to know what would follow. If there were some particulars that the advertiser had emphasized, and was very anxious that he should know, they were not always discovered. So wit and invention were at last put to work to tell the advertising tale in some new way.

The clothing purveyors have done a good deal in this respect, and are perhaps unsurpassed in it. Baldwin, of Broadway and Canal street, made twenty years ago a real hit by calling himself on a sign of huge emphasis

BALDWIN THE CLOTHIER

He claimed, when imitated by some of his uninventive colleagues, to have a patent on the last word, as it had not been used in modern times to describe the business which he carried on. "Tailor" and "Merchant Tailor" were common but when "Clothier" was used

it fell upon the reader's attention with freshness and surprise.

It is the clothier or tailor who has changed overcoat to "top coat," who uses "wearables" for garments collectively and who has coined a good many fresh phrases to rest our dulled ears. The most conspicuous clothing dealers—among those who advertise—seem to know also the value of small pica type surmounted by a picture, and an advertisement never transcending two or three sticksful of space which is changed every day. They, more than any others, have crowded out of the century-old ruts of expression and make their language vivid and virile, so that one looks for it daily as he does for the weather report and the news.

Along with 'hem may be ranked for freshness of expression the broadsides of the great department stores. Their advertisements very properly fill columns and pages, for they have a multitude of departments—each a store in itself—to announce.

The page, however, when it is fully occupied, does not seem prolix, for its sectional divisions make each topic brief and the reader only needs to look at such descriptions of the goods as specially interest him. But it is the new phrasing and crisp style that arrest our attention here, to which is added, of course, a picture environment unknown in the older days.

In the "Wanamaker style," as it has been called, advertising as we now know it got its talking quality. You feel in reading it that it has passed from the style of ancient history, or of the impersonal essay, to the voice of some one who is talking to you in seductive accents. You read it as a matter of course and must read it each day, for this voice has always something new to say every morning.

Very lately two or three prominent book publishers have abandoned the old ruts of expression and are putting catechisms and colloquial terms of a winning sort in a small pica setting. And this newness of address is impressive. It is not only arouses interest but it makes your attention compul-sory and fruitful of results.

Newspaper Ratings In Cincinnati

The Cincinnati Post the Only Cincinnati Newspaper that Furnished Sworn Detailed Statement for Any Part of 1901.

Ratings Are According to the American Newspaper Directory for 1902.

It will probably interest advertisers who are desirous of keeping in close touch with those newspapers that furnish detailed sworn statements to learn that the Cincinnati POST, one of the strong papers which, with the St. Louis CHRONICLE, Cleveland PRESS and the Covington, Ky., POST, comprise the SCRIPPS-MCRAE LEAGUE, was the only Cincinnati newspaper that furnished Rowell's American Newspaper Directory a detailed, sworn statement during the year 1901.

Advertisers who buy newspaper space should demand that publishers give them sworn, detailed statements, in order that they may know just what value they are receiving on their investments.

The Cincinnati POST, as well as the other papers in the SCRIPPS-MCRAE LEAGUE, has always furnished advertisers with an honest, sworn statement regarding its circulation.

The following ratings, compiled by the American Newspaper Directory for 1902, give the ratings for the different English newspapers published in Cincinnati. As will be noted, the Cincinnati POST is the only paper that furnished the American Newspaper Directory with a sworn statement for any part of the year 1901.

POST; every evening except Sunday; independent.

Circulation: *Actual average for the year ending with September, 1901, 136,125.*

Enquirer; every morning; democratic.

Circulation—Daily: Accorded in 1901, C (●●). C signifies that the paper is accorded a circulation of over twenty thousand and the double bull's eye denotes that advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed.

Times-Star; every evening except Sunday; republican.

Circulation—Daily: Accorded in 1901, yA. Y signifies that no recent circulation statement has been furnished from the office of the paper, and a consequent probability that the last circulation rating accorded to it may be higher than a new statement would warrant, and A denotes a circulation exceeding seventy-five thousand.

Commercial Tribune; every morning; republican.

Circulation—Daily: In 1901, yE. For explanation of Y see above. The E denotes a circulation exceeding twelve thousand five hundred.

The POST furnishes an affidavit that its daily average circulation for the full twelve months of 1901, was 139,048 copies.

The Cincinnati POST further publishes daily at the head of its editorial column a guarantee to advertisers that its daily average bona fide circulation for the twelve months ended December 31, 1901, was 40,000 greater than that of any other daily newspaper published in the State of Ohio, the Cleveland PRESS alone excepted, or no charge will be made for advertising.

THE AMERICAN EXHIBITION IN LONDON.

By T. Russell.

On the first day of June, Mr. John M. Richards, chairman of the Advisory Committee of the American Exhibition, opened the exhibition at the Crystal Palace.

* * *

The Crystal Palace, as I explained in a note on this exhibition some months ago, is the original building erected from the design of Sir Joseph Paxton for the first International Exhibition—that of 1851—in Hyde Park—the “Central Park” of London. After that exhibition was closed, this building—constructed entirely of iron and glass and unkindly likened by Mr. Ruskin to a giant cucumber-frame—was removed to Sydenham, a terminus of the worst and least progressive railway in Great Britain. The Crystal Palace, however, has magnificent grounds, and a good many attractions of various kinds, and it is magnificently spacious, if the railway doesn’t keep people from going there it would be a very satisfactory place to hold exhibitions in, and even handicapped by the South Eastern and Chatham Railway the American Exhibition is evidently going to be a success.

* * *

Of course not all of the exhibits were ready at the opening. There never was an exhibition that wasn’t apologized for by the opener on this ground, and Mr. Richards had to make the usual excuses. He has been a liberal supporter of the idea and it is only fair to say that so far as the feature of the exhibition is concerned, which he himself prepared he had nothing to apologize for. And this did not result from the simplicity of his task; on the contrary, the 46 Holborn Viaduct Exhibit was a very complex show. The largest feature of it is a gigantic Crow—the famous Carter’s Little Liver Pill Crow made-up solid and fourteen feet high. It has electric-light eyes and is a noble fowl constructed with all the anatomical correctness for which Mr. Brent Good is always such a stickler. It is a genuine American

Crow: no substitutes supplied here. Messrs. Hall & Ruckel’s Sozodot exhibit (also under Mr. Richards’ wing) has two handsome columns of American marble, specially sent over, as its prominent feature. The Antikamnia Company and the proprietor of Lactopeptine—both of which are high-class medical specialties supplied in powder and tablet form—have each an appropriate show; and the same can be said for the Bromo-Seltzer people, whose show consists of a Bromo-Seltzer bottle of a man’s height supported by life-sized figures of two hospital nurses—the whole specially sent from Baltimore for the exhibition. In this composite exhibit is also included the Beckmore Gall Cure—a veterinary preparation.

* * *

The Russia Cement Company’s exhibit of Le Page’s Fish Glue is there under the same auspices, and has been sent over bodily from the Buffalo exhibition of last year. There seem to be few things that Fish Glue isn’t good for, from wallpaper to straw hats, and the bewildered inquirer learning of its manifold uses wanders rather hopelessly about the world for the next day or two wishing he could think of something the manufacture of which is independent of Mr. Le Page’s savory invention.

* * *

The exhibit of hammocks sent by I. E. Palmer of Middletown, Conn., is noteworthy as an example of an American industry created in England out of nothing purely by the power of printers’ ink, good advertising and good commercial organization. Not many years ago the hammock was a purely American institution: Britain knew it not. Nowadays ever self-respecting suburban garden contains at least one hammock and we all wonder what we should do without these convenient articles of botanic furniture.

* * *

The Blaisdell self-sharpening lead pencil was also well in evidence. This invention is now improved so that it is easy to start the unrolling of the paper spiral (which replaces cedar wood in

this pencil) by using the thumb-nail, and there is a most ingenious device by which not only is a fresh section of lead exposed every time this is done, but the lead is itself sharpened to a fine writing point. And talking of writing, a word of admiration is extorted by the wonderful variety and convenient display of writing machinery from the veteran Remington Typewriter down to the newest recruit. Typewriters are exhibited in one solid block, divided into little cubicles, something like horse-boxes, so that a visitor interested in the subject is able to pass down the middle path and examine in quick succession the advantages of practically every known variety of typewriter—a great advantage, and one which ought to redound to the advantage of the best machine, though I should think it pretty tough on the inferior ones. However, no maker will signalize himself as the spokesman of that class.

* * *

The best individual exhibit is that of the Kodak company—a miniature building with walls, windows, interior room and every possible convenience. Here are shown the Kodaks of every size and kind, Solio paper, Roll films, various developing processes, and in short everything that an amateur photographer can well want—and we are reminded that photography has become more than a social hobby: it is a pursuit that has come here to stay. The Prince of Wales is known as a kodakist of no small skill, and

a great many people keep up the hobby. The Kodak concern deserves the sympathy of all advertising people, not only because its advertising has always been among the best and the most ingenious, but also because of the hard fight that it has had to wage against pirates and substitutes of the Kodak roll films. Retailers wanted to sell Kodaks and to fill and supply them with substitute films. The Kodak company naturally objected to this and after a hard fight against the trade—which tried to boycott Kodak goods altogether—the company has proved that good advertising is stronger than trade boycott—a useful lesson to all of us who have to face the possibility of a similar struggle.

* * *

The Anglo-American Oil Company (petroleum), the Waltham Watch Company and a number of other firms, very important in their own departments, but less interesting to readers of *PRINTERS' INK* because they are not general advertisers, are also represented. Some of these exhibits are full of interest and importance in themselves, however: but it is very curious to note how public attention seems to concentrate itself on the exhibits of the firms already known to the public through advertising.

ADVERTISERS have failed in magazines and succeeded in daily papers, and vice versa.—*The Mahin Method.*

AN ad that sounds as if, it meant what it said, is a good ad; the ad wherein the writer could not possibly mean all he says, is hopelessly bad.—*Business Problems.*

With Washington, D. C., advertisers the *Evening Star* is the whole thing. The *Star* reaches every one reachable.

M. LEE STARKE,
Manager General Advertising,
Tribune Building,
NEW YORK.

Tribune Building,
CHICAGO.



TWENTY-FIFTH WEEK.

In the 1902 PRINTERS' INK ad competition twelve competing advertisements were received in time for consideration and report in this issue of the Little Schoolmaster. Of these, the one reproduced on the opposite page is thought to be the best submitted during the respective week.

This advertisement was constructed by W. C. Sinclair, 602 Lumber Exchange, Minneapolis, Minn., and it appeared in the May issue of the Minneapolis, Minn., *Retail Lumberman*.

In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK, good for one year from date of presentation, was sent to Mr. Sinclair when the marked copy of the paper was received. Two additional coupons, one to Mr. Sinclair and one to the advertising manager of the *Retail Lumberman*, were sent in accordance with the terms of the competition when a selection of the best ad for the twenty-fifth week had been made.

Mr. Sinclair's advertisement will now be placed on file, and it will have further consideration later on, as specifically provided in the contest regulations.

Mr. Sinclair also obtained the weekly award in the twentieth

week of this contest, and thus shares the honor of having won two weekly prizes with J. W. Brackett, Phillips, Me., first and eighteenth week; Alfred Edmondson, Morecambe, Eng., eighth and seventeenth week; Geo. W. Waggoner, Middleburgh, Pa., eleventh and nineteenth week.

Each of the eleven unsuccessful competitors for the honors of the twenty-fifth week received a coupon good for one year's subscription to PRINTERS' INK, as a partial consideration for their efforts. A pamphlet setting forth the terms and conditions of the contest is now ready. Its twenty pages contain the reproductions of the best advertisements for the first fifteen weeks. All progressive young men ought to be interested in the preparation of good advertisements. If so, it may be worth while to look over the previous attempts to gain the three cash prizes offered by PRINTERS' INK.

The pamphlet will be mailed free of charge upon request.

The Little Schoolmaster has decided to close this ad contest, now in its twenty-fifth week, with the first issue in October. The last day of entries is September 24, 1902, therefore ambitious adsmiths have thirteen weeks more in which they may make an attempt to capture the awards.

Advertising is such a powerful factor nowadays in business that the man who regularly reads

"PRINTERS' INK"

possesses unquestionably more possibilities of realizing business success than the man who doesn't—other things being equal.

For nearly fifteen years PRINTERS' INK has stood for everything **BEST in ADVERTISING.**

It pioneered the field when men simply advertised to be "good fellows" and help out their paper.

Now that advertising has developed into such a powerful factor in business, PRINTERS' INK still heads the list as the ablest exponent of the art of advertising.

Fifty-two times a year it comes to you chock full of the very cream of advertising wisdom and experience—sound, practical, useful, legitimate knowledge—set forth in its own terse, vigorous and inimitable style. It has neither time nor space for anything else.

The knowledge—ideas—inspiration—contained in every issue of PRINTERS' INK are a positive help to the business man—the advertising writer or manager—or anyone interested in publicity.

To the clerk or office man, it offers splendid opportunities of acquiring knowledge that greatly increases chances for advancement.

PRINTERS' INK costs but \$6.00 a year—a mighty low equivalent for the value received. Sample copies, 10 cents. Address, with check, **GEO. P. ROWELL & CO., Pubs. 10 Spruce St., NEW YORK.**

Written by W. C. SINCLAIR, 602 Lumber Exchange, Minneapolis, Minn., who also won the prize in the twentieth week.

LETTER INSERTS.

H. H. FRANKLIN MFG. COMPANY,
Producers of Finished Castings.
SYRACUSE, N. Y., June 12, 1902.

Editor of PRINTERS' INK:

Does PRINTERS' INK believe in "inserts"?

We think they are a good thing and aim to have one in every envelope that leaves the office.

We keep from three to six different



This is that dainty little cast
brass—a case and useful thing for
the desk or table.
Silver plated. Just right for
matches, tooth picks or trinkets.
And besides it is a clever piece
of cast work.

One by mail postage paid 15
cents, or \$2.25 for one dozen—
you to pay expense.

Have told a lot of them.

H. H. FRANKLIN MFG. CO.
SYRACUSE, N. Y.

Tool room results!

Get them your way
or ours—
Which?

H. H. FRANKLIN MFG. CO.
SYRACUSE, N. Y.

Even if you didn't save anything it
is worth a good deal to have a piece
like this case.

The satisfaction of being up with
the procession is worth something.

But you do save—you can't ma-
chine a thousand pieces with the
same accuracy and uniformity that
we cast them, and do it with as
little expense and fuss.

H. H. FRANKLIN MFG. CO.
SYRACUSE, N. Y.

kinds on hand, alternating them each
day. We print only a few of each kind,
say 500 to 1,000. This gives each corre-
spondent a new idea every little while.

Yours truly,
H. H. FRANKLIN MFG. CO.,
H. H. Franklin.

The Little Schoolmaster is a
thorough believer in any form of
good advertising and consequently
also in the one which his esteemed
correspondent mentions. A large
percentage of advertisers woefully
neglect this opportunity. There is

hardly any concern which could
not effectively use slips about some
phase of their business. No letter
should leave office, store or fac-
tory without having in its fold an
attractive slip or card, calculated
to interest the particular recipient.
This necessitates, of course, a vari-
ety of slips, but with a little effort
it is easy to devise a new slip-ad
frequently. The ones from the
Franklin people are so excellent
that a few are here shown.

GIVING THE "ARTISAN" THE LIE.
Editor of PRINTERS' INK:

We note the "challenge" of the Michigan Artisan Company, by A. S. White, president, relative to the rating given the Furniture Record by PRINTERS' INK. This isn't the first time the Artisan and Mr. White have issued a "challenge." He issued one eight or nine months ago, and when we attempted to accept the same he crawled into a cavity.

Now, relative to Mr. White's epistolary effort. There is just exactly one truthful statement contained therein, namely, the Furniture Record is only two years old. We are commemorating the event by the publication of an anniversary number containing more advertising than was ever carried by a single number of any furniture trade paper in this country. Regarding Mr. White's other statements, to wit: That the original circulation of the paper was made up by the circulation of blanks ordering the paper, with the statement that no payment would be expected for the paper; that the paper was established through the support of the Grand Rapids Furniture Association to indorse their trade mark; that the cover pages of the March number were stippled in Chicago; to the edition numbered only 3,000; that the Record people have recently been in correspondence with job printers in Chicago asking for estimates for printing their editions, numbering 2,000, 2,500 and 3,000—they are each and every one absolutely false, without a scintilla of truth.

Now, since Mr. White has issued a "challenge" we accept it with alacrity and pleasure, stipulating that our circulation and claims be investigated by some person, with only this condition: That at the same time and by the same individual the circulation and claims of the Michigan Artisan be investigated, with the specific understanding and agreement that the result of the investigation of both papers and the findings of the investigator be printed for three consecutive months at the head of the editorial pages of both the Michigan Artisan and the Furniture Record, the expenses of the investigation to be borne jointly by the publishers of the Michigan Artisan and the Furniture Record. Very truly yours,

GRAND RAPIDS FURNITURE RECORD,
By C. E. Bondy, Pres.

THE business that won't stand truthful
advertising deserves the attention of a
criminal court.—White's Sayings.

MUST CO-OPERATE.

There is no branch of the merchant's work where the temptation to slight is greater than in advertising. Too often the execution of the contract for space seems to exhaust the energy of both the advertiser and the publisher. The latter is more anxious to secure the business than to see that the advertising is carried out in a manner to make it of the greatest possible value. The merchant fails to appreciate the fact that the beginning of the advertisement's work means the beginning of a systematic co-operation on his part to make it profitable. The details of advertising can never be neglected with impunity. The matter to be treated from week to week must be carefully selected, using only that which is most likely to interest. The merchant never thinks of letting other branches of his business run themselves. He sees to it that every duty is thoroughly done at the proper time. The rule must be extended to the advertising department.—*Michigan Tradesman.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

THE TIMES-DEMOCRAT, Charlotte, N. C., leads all semi-weeklies in the State.

THE CHARLOTTE NEWS heads the list of afternoon papers in North Carolina.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED—Reliable person to solicit advertisements in New York, also one in Chicago and one in Boston. Liberal pay. TEACHERS' GAZETTE, Milford, N. Y.

I LONG to enter the New York advertising field. Who needs a practical man? Ten years' experience writing and soliciting. Address "WORKER," care Printers' Ink.

SITUATIONS secured and help furnished for any department of newspaper work. Make your wants known to THE NATIONAL EMPLOYMENT AGENCY, Box 304, Canton, O.

EDITOR—Managing newspaper and magazine editor, eight years' wants position as managing editor, department editor or writer. References first-class. "E. C. M." Printers' Ink.

WANTED TO BUY—Republican newspaper, daily preferred, in city of 30,000 or less. State terms, reasons for selling, character field, present business and extent of plant. "JONES," care Printers' Ink.

WANTED—First-class, up-to-date job printer, a specialist in commercial work, all small work, in up-to-date office. Steady position to right party. Send samples and references. A. B. PARKER, Waterbury, N. Y.

WEB pressman and stereotyper wanted. A first-class man who will take position in city of 15,000 in Ohio. Must also understand flat bed work. Give references. Address "WEB PRESSMAN," care Printers' Ink.

MAGAZINE circulator, fourteen years' experience. At present employed with old-established magazine of large circulation. Would take up new enterprise on salary and commission. "SUCCESSFUL," care Printers' Ink.

If you knew of a young man with energy, experience and ability in advertising work who would come to work for you at a nominal salary until he had demonstrated his ability, would you write him? "WALDO," care of Printers' Ink.

WANTED newspaper man practical in all departments to manage an established Ohio daily in city of 18,000. Paper is paying good profits. An investment will be required. Good salary. Address "OHIO," care Printers' Ink.

THE publishers of the Chicago ISRAELITE desire to engage the services of a bright Jewish writer to fill the position left vacant by the death of Dr. Julius Wise ("Nickerdown"). Address LEO WISE & CO., 324 Dearborn St., Chicago.

WANTED—Experienced advertising and subscription man. High-class publications. Sell rapidly. Excellent opportunity to do business with large advertisers. Reference required. AMERICAN PATENTS PUBLISHING CO., INC., Washington, D. C.

CANVASSER wanted to sell PRINTERS' INK—a journal for advertisers—published weekly at five dollars a year. It teaches the science and practice of Advertising, and is highly esteemed by the most successful advertisers in this country and Great Britain. Liberal commission allowed. Address PRINTERS' INK, No. 10 Spruce St., New York.

SUBSCRIPTION SOLICITOR—A position on one of the leading trade papers of the country to open to a firm and subscription solicitor. None need apply unless able to show bent of remorse and having had experience, and capable of earning \$2,500 to \$3,500 per year. Position a permanent one. Address "TRADE PAPER," care Printers' Ink, New York City.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address GEORGE P. ROWELL & CO., 10 Spruce St., New York.

CAPS.

DANBURY HAT CO., N. Y.
Caps quick—any ad embroidered on.

COLOR PLATES.

CHEAP COLOR BLOCKS for catalogue covers, blotter designs, etc. MAIL CUT CO., Phila.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

TO LET.

TO LET—Three offices at No. 10 Spruce St. Rent, \$600, \$500, \$400, respectively. Apply to GEO. P. ROWELL & CO., owners, on the premises.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list. BARRETT & SUTPHIN, 45 Beekman St., New York City.

COIN CARDS.

KING COIN MAILERS, Beverly, Mass. Samples free. \$1.00 per M in large lots.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

PRINTERS' HELPS.

BONDS, CERTIFICATES and DIPLOMAS. Send for samples and estimates; also lithographed blanks, to be completed by type printing; large variety of patterns. ALBERT B. KING & CO., Lithographers, 105 William St., New York.

MEN'S HATS.

TRY A DANBURY HAT. We will duplicate in style, quality, workmanship and finish for \$2 any \$3 hat sold by retail stores in New York City. DANBURY HAT CO., 22 Desbrosses St. and 26 W. 125th St., New York.

TRANSLATING.

ADVERTISERS needing the services of thorough and practical translators should communicate with THE CANADIAN TRANSLATING BUREAU, Room 25 Ferrier Block, 1285 Notre Dame St., Montreal, Can. Specialty: Translation of English into French.

PRINTERS' INK.

MAIL ORDER BUSINESS.

SMITH, Box 1900, New York, will outline a mail order scheme for you and tell you how to handle replies. Send stamp.

ADDRESSES.

5,000 ADDRESSES of the best citizens of Dauphin, Cumberland, Franklin and Perry Counties, Penna. Address at once PRESS ADVERTISING BUREAU, Box 148, Harrisburg, Pa.

MULTIPLATE PROCESS PRINTING.

5,000 LETTER HEADS on a fine linen paper for \$8. Send for samples. Other good things just as cheap. CLARK & ZUGALLA, Printers and Paper Dealers, 88 Gold St., N. Y. City.

STOCK CUTS.

WHEN YOU SEE a line cut you want, clip the proof and mail to us with 50c. and we will send you a good plate from it, same size—if not over column wide. MAIL CUT CO., Philadelphia.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

BUSINESS OPPORTUNITIES.

INCREASE income without loss of time, investment of money, or neglect of regular business, by working in connection with the FINANCIAL INQUIRER, 55 Liberty St., N. Y. No matter where located. Particulars and sample copy on application.

PRINTERS' MACHINERY.

WE BUY, SELL OR EXCHANGE Printers' machinery, material and supplies. Type from all foundries. Estimates cheerfully furnished. Quality above price. CONNER, FENDLER & CO., N. Y. City.

FAC-SIMILE LETTERS.

LETTERS with names inserted to match, and having the copied effect, that look like genuine typewritten communications, are the kind that we reproduce and are well worth the postage. Our prices will surprise you. THE PHILIP WEISS CO., 18 Spruce St., New York.

ADDRESSES FOR SALE.

CLEVELAND—any class complete. U. S. MAIL-ING & ADVG. CO., INC., Cleveland.

BY July 15, 1902, I will have complete lists of names and addresses of the voters in these Wisconsin counties: Douglas, Burnett, Washburn, Bayfield, Sawyer, Ashland. If you want a copy, advise at once. W. A. OTIS, West Superior, Wis.

EXCHANGE.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

SUCCESSFUL CIGAR ADS.

ONLY recently I was offered a tempting price for the scrap-book containing the original matter used in booming the Blizzard Cigar Co.'s sales. Not wishing to part with the original, I have, at the request of a number of dealers and manufacturers, undertaken to publish a number of fac-simile copies. A limited number of copies now offered for sale. Over 500 display ads and locals, together with the different schemes which brought the Blizzard Cigar Factory fame and thousands of dollars. For details regarding same address MAX BURG, New Ulm, Minn.

UNIFORM CAPS.

ESTIMATES and samples promptly furnished. DANBURY HAT CO., 21 Desbrosses St., N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.

SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

OUR WORK AND PRICES SATISFY ALL. "Promptness and Quality," our motto. Nothing too big or too fine for us. BROOKLYN ENGRAVING CO., 364 Bridge St., Brooklyn, N. Y.

MISCELLANEOUS.

PUBLISHERS' COMMERCIAL UNION; a credit agency covering all advertisers and agents; every publisher needs it. Details at Boyce Bldg., Chicago, or Temple Court, New York.

THE BODEGA XXXX WHISKY. A special brand 10 years old, one gal. or 1/4 full quart, \$2. Send check, p. o. or ex. order. J. W. CALMAN & CO., Distillers, 281 Tremont St., Boston, Mass.

THE advertiser has facilities for furnishing information of all sorts obtainable from the Governmental Departments, and the service is rendered for a moderate compensation. Address A. V. LEWIS, 729 Eighteenth St., Washington, D. C.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and sold from the following manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. S. F. MYERS CO., 43-50-52 Maiden Lane, N. Y.

CIRCULATION managers will find Mural Hale's latest book, "The World On Fire," a very profitable premium for subscriptions. It is as good as his wife of McKinley," of which over 200,000 have sold in 10 years. It is a stirring history of the standard and honest men of Martinique and St. Vincent, together with the violence of old, and considers phenomena threatening the existence of the globe. Demand enormous. 500 pages, \$10. Nearly one hundred fine illustrations. Sample copy mailed for 25 cents. Special prices for quantities. Address

THE DOMINION COMPANY,
Department D, Chicago.

HALF-TONES.

75 C. newspaper half-tones, mounted. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

PERFECT copper half-tones, 1-col., \$1; larger 1/2 col. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

HALF-TONES for either the newspaper or job department. THE STANDARD ENGRAVING CO. OF NEW YORK, 61 Ann St.

80 C.—1 col. half-tones, postpaid. Special terms and bases to publishers. MAIL CUT CO., Philadelphia.

HALF-TONE cuts, coarse screen, for newspapers, extra deep. Single col., \$1; double col., \$1.50. Send cash with order and we deliver free anywhere in U. S. GRANT ENGRAVING CO., 102-114 North Ninth St., Phila., Pa.

FOR SALE.

THE best city in North Carolina is Charlotte. The News reaches twice as many of its people as any other paper.

THE best county in North Carolina is Mecklenburg. The TIMES-DEMOCRAT reaches twice as many of its people as any other paper.

NEWSPAPER property for sale: daily and weekly; Ohio city of 14,000. Splendid prospects. A low price to responsible purchaser. Only small investment required. Address "OHIO DAILY," care Printers' Ink.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

ORIGINAL DESIGNS.

I DESIGN Labels, Borders, Illustrate Ads. DOROTHY D. DEKNE, 3835 Vincennes Ave., Chicago.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

HAPPY substitute for the calendar. Artistic, elegant, durable. Useful to housekeepers, valuable to advertisers. New. Samples ready shortly. GARDNER WILSON, Indianapolis, Ind.

PAPER WEIGHT CALENDARS—Latest advertising novelty. Good seller. Makes fine souvenir. Agents wanted in all cities. 30 cents gets a sample. SMITH & REMY, Seymour, Ind.

MADE FROM SPIKE NAILS. Knives, forks, spoons, cigar box openers, etc. Best adv'g novelty, best seller at resorts. Samples, Pan-Am. Expo's souvenir, 15c. Booklet for asking. WICK HATHAWAY'S CONCERN, Box 100, Madison, O.

BOOKS.

DEPARTMENT STORE DIRECTORY. \$1 postpaid. 225 Broadway, New York.

MAKING A COUNTRY NEWSPAPER—Text-book for newspaper makers. Worth its weight in gold in practical instruction. Subjects treated: the man, field, plant, paper, news, headings, circulation, advertising, daily law; how to make a newspaper and better paying paper; how to get news, advertising, circulation. No book like it. Saves time, lessens worry, earns money. Indorsed by leading newspaper men. Bound in cloth, \$1 postpaid. THE DOMINION COMPANY, 330 Dearborn St., Chicago.

READY-MADE ADVERTISEMENTS. Meers, R. Geo. F. Rowell & Co., 10 Spruce St., New York, send the *Cheat* a handsome 92-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar.—*Caxton Cheat*.

The book will be sent to any address upon receipt of one dollar. GEO. F. ROWELL & CO., 10 Spruce St., New York.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. Sample copy 10 cents, New York City.

25 CENTS per inch per day; display advertising, flat rates. ENTERPRISE, Brockton, Mass.

40 WORDS, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 8,000.

POPULATION, city of Brockton, Mass., 40,063. The Brockton ENTERPRISE covers the city.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE Clinton, Ill., SEMI-WEEKLY TIMES is the only semi-weekly in De Witt County. It is all home print and is published Tuesdays and Fridays. Adv'g rates on application.

ADVERTISERS' GUIDE, Newmarket, N. J.—Circulation, 5,000. Mailed postpaid one year, 25c. Ad rate 10c. nonpareil line. Close 2nd A postal card request will bring sample.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

ADVERTISING in 100 or 1,400 weekly papers of the Central West. Send for 8-page booklet telling about them and containing other information. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

PEOPLE who want to reach Western readers with their business should consult the Billings (Mont.) TIMES. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. H. C. MORRIS, Proprietor.

ELECTROTYPES AND STEREO TYPES.

ELECTROTYPING or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 211 North Third St., St. Louis, Mo.

PRINTERS.

5,000 NOTEBOOKS, \$4. Good paper, good printing. Send copy and cash with order. JOHN FAWCETT, Printer, Delphi, Ind.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.

A SMALL SPACE WELL USED.

How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like.

This is only one of things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too.

PRINTERS' INK PRESS,

10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

WRITING NEWSPAPER ADS is a specialty with WILLIAM L. OSTROM, Olean, N. Y. If you need assistance, write.

SPECIAL new cuts and ads for selling anything at retail. Low priced, but first-class. THE ART LEAGUE, New York.

YOU know you know good advertising when you see it. Let me send samples of sensible, vigorous ads, illustrated—business getters. COMMON SENSE ADVERTISER, Saginaw, Mich.

A CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

CLOTHING ADS, 50c. PER DOZEN.

Eight 8in. double col. and four 6in. single col. clothing ads, convincingly written and attractively typed, all ready to send to the paper, for 50c., postpaid. Only one clother in a town can have them at any price. JOHN ARTHUR, care Printers' Ink, 10 Spruce St., New York.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

PERHAPS your eye that falls upon this may be the very one it seeks—viz., the eye of some one just about to get up some bit of Trade Literature. CIRCULAR-BOOKLET, CATALOGUE, FOLDER! Perhaps the necessity of having that—whatever it happens to be—thoroughly "up to date" is fully realised, and due weight given to the FACT that in these days only such can pay for their distribution. I make all such things, after a manner of my own, and I gain new customers for my wares by sending out SAMPLES that speak for themselves—and for ME. If you write me in a manner suggestive of possible business I will gladly mail you a lot of such samples of my "doings." Sending for them will cost you nothing and commit you to nothing. Shun postal cards when addressing.

FRANCIS J. MAULE,

405 Sansom St.,
Philadelphia, Pa.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for one, or a larger number at the same rate.

Persons desiring to subscribe for PRINTERS' INK for the benefit of adver. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JUNE 25, 1902.

Good advertising is cumulative in its results.

GETTING back at would-be competitors in one's advertisements is poor policy unless it is done by quoting better values.

THE New York *Press'* new home in Nos. 7, 9 and 11 Spruce street was formally thrown open on Saturday, June 14, 1902. A gathering of prominent men in city, State and nation was present, and good-will messages from absent ones were many. A picture of the building is reproduced elsewhere in this issue, and the Little Schoolmaster wishes his new neighbor long life and prosperity.

WOLSTAN DIXEY, advertising manager of the Library Bureau, 530 Atlantic avenue, Boston, has reproduced in booklet form a recent article from PRINTERS' INK. The booklet is a neat affair and does two things effectively. It well describes the business of the Library Bureau and also confirms Mr. Dixie's reputation as a successful adwriter.

THE Great Northern Railway, through its St. Paul office, issues a booklet containing a list of conventions to be held upon the Pacific Coast this summer, with special rates for each. These include gatherings of Young People's Christian Union, Travelers' Protective Association of America, Mystic Shrine, Ancient Order United Workmen, and Knights of Pythias.

THE adwriter sometimes makes a mistake in trying to be funny. It is not wise to spring a thing upon one too suddenly, and people do not go to the advertising columns for their supply of jokes.

THESE be days of rare prosperity for the press manufacturers, seemingly. The New York *Herald* has just installed a monster Goss "straight line" machine capable of printing 150,000 papers per hour, and will presently increase its capacity by a duplicate machine. The *Evening Post*, of Worcester, Mass., has also installed a Goss three-deck machine capable of producing 24,000 twelve-page papers per hour.

THE forty-eight page booklet of the Practical Novelty Company, 427 Walnut street, Philadelphia, is of the kind which the Little Schoolmaster gladly praises. It is about the "Practical" trouser hanger and press, fully explanatory, argumentative, well printed and illustrated. Its tone is straightforward and honest, the kind which is apt to produce results. The cover is in colors and tells an appropriate story without words.

THE Board of Trade of Fort Worth, Texas, uses two pages in the June *North American Review* to describe that city's public buildings, improvements, government, climate, transportation facilities, industries, trade and the advantages that it offers to capitalists and those who are willing to become its citizens. The ad is rather long, but contains a great deal of vital information, and is clearly a good bit of municipal advertising.

"COMMERCIAL Alaska in 1902" is the title of a monograph prepared by the Treasury Bureau of Statistics. In this the commercial conditions, opportunities and prospects in Alaska are set forth, the number of industries at the present time, the routes of travel, the methods of reaching that once distant but now accessible territory, and a summarization of the commercial and financial results of ownership of that territory by the United States.

THE Farmers' *Sentinel Monthly Advertiser* is a little four-page sheet, rather "yellow" so far as paper goes, which claims a place among PRINTERS' INK babies and announces its intention of promoting the advertising interests of its venerable grandfather, the weekly farmers' edition of the Milwaukee *Sentinel*, which is sixty-five years old. The first issue contains matter calculated to interest mail order advertisers. To those who ask for it the paper will be sent free.

THE most conspicuous piece of outdoor advertising now to be seen in New York City is being painted on the wall of an eleven-story building on Broadway near Twelfth street. This wall is a clear, windowless space about 120 feet high and 50 feet long, an area of more than 6,000 square feet. It is used for Wilson Whiskey, and the distance at which the painters work from the ground makes it "high art" quite irrespective of drawing, composition and atmosphere.

A CONVENTION of country supervisors was recently held at Woodland, California, to consider the levying of a tax of two cents upon the hundred dollars for the purpose of advertising the Sacramento Valley as a whole. The laws of the State permit such taxation, but the appropriations which have heretofore been raised have been wasted in spasmodic advertising which did little lasting good. Thirteen counties now propose to combine, sinking their individual interests in a larger enterprise.

"ABOUT Advertising to Reach the Rural Sections of the Middle West" is the latest booklet published by the Chicago Newspaper Union, of 10 Spruce street, New York. It is an 8-page booklet, envelope size, and tersely describes what the papers of the Chicago Union are, their field of circulation, their importance to mail order advertisers, gives information about rates, estimates and proofs of publication. It was printed by the Printers' Ink Press, and it is one of the neatest advertising jobs the Little Schoolmaster's plant has turned out. It's simply excellent.

HENRY SIEGEL of the Simpson-Crawford Company of New York will succeed Leopold Schlesinger in the firm of Schlesinger & Mayer of Chicago. The company's capital will be increased from \$1,000,000 to \$6,000,000, and a new steel sky-scraper will be erected on the site of the present store at Madison and State streets.

CONSUL-GEN. HAMILTON KING, of Bangkok, informs the Department of State that in view of the many inquiries received in regard to commercial matters, a library of American business catalogues, trade journals and periodicals has been established at the United States Consulate-General in that city, and that a standing advertisement to that effect appears in all the local papers. The Consul-General would be pleased to receive, for the use of the library, catalogues and other publications pertaining to American trade.

THE Electro-Tint Engraving Co., 1227-1229 Race street, Philadelphia, sends a specimen booklet of three-color process printing which justifies their assertion of being experts in their line. The value of the process is obvious. It makes it possible to place pictures of one's goods before customers almost as attractive and realistic as the goods themselves. This booklet contains specimens of three-color prints of furniture, books, carpets, vases, lamps, gloves, landscape, etc. The cover is embellished with a copy of the painting "The Vase or the Woman."

THE Little Schoolmaster receives, frequently, inquiries for addresses of people who make all sorts of novelties for advertisers. Such as pencils, leather, celluloid, aluminums and glass goods, also fans, diaries, toys, buttons, etc. The Little Schoolmaster is often unable to answer such inquiries as accurately as he might wish. He is furthermore of opinion that manufacturers of advertising novelties could profitably use the classified columns of PRINTERS' INK. Four lines—twenty-eight words—cost one dollar a week and they can be made to tell an interesting story.

EVERY business is capable of expanding, and the only way to insure expansion is to advertise.

THE LITTLE SCHOOLMASTER receives frequently letters and articles on the dishonest practice of substitution of articles on which manufacturers have spent a generation of labor and a fortune in money to gain and maintain the reputation and the markets upon which the substitutor and commercial pirate derives his income. The papers of this country are deriving a very large percentage of their advertising revenues from proprietary goods manufacturers and they are in duty bound to protect their clients from an evil which has taken the proportions of a widespread commercial calamity. Substitution is a fraud, the substitutor a thief.

PRINTERS' INK calls particular attention to its interview with Mr. J. F. Jack, suburban passenger agent of the Erie Railroad, as a specially interesting instance where publicity attains the character of an industrial factor and of an investment that is well calculated to make modern advertising pay satisfactory dividends. Mr. Jack says "he thinks that

the Erie trademark is the finest eyecatcher that has ever been devised." The Little Schoolmaster has knowledge that some of the substantial and experienced advertisers in this country fully coincide with this opinion.

It is said, though there is no evidence to substantiate the assertion, that a restaurant in Philadelphia alternates Scriptural texts with business epigrams, and that the result is something like this: "The Lord giveth and the Lord taketh away;" "Watch your hats and overcoats;" "Man shall not live by bread alone;" "Try our hamburger steak with onions, 20 cents;" "Take no thought for your life, what ye shall eat or what ye shall drink;" "Welsh rabbit and Lobster a la Newburg to order;" "The wind passeth over it, and it is gone, and the place thereof shall know it no more;" "We positively cannot be responsible for umbrellas or personal property."



HOGGISHNESS is nowhere a worthy quality, except in the pigsty. The advertiser should be satisfied when he is treated as fairly as anybody else. There is no distinction of American citizenship which calls for better advertising service to one than to another. Yet publishers still find men—but the number is growing less, who demand evidence that they are being treated better—are getting more for their money, than anybody else. These fellows are of the same class as those who instruct a restaurant waiter to give them the best steak or chop of a given sort and then sneak out afterward without giving him a tip.

THRICE mistaken is the business man who resorts to advertising to dispose of goods that cannot be sold upon their merits. The penny-in-the-slot shyster of the mail order journals will probably be with us until Uncle Sam finally squelches him for good and all, but he is not worthy of being called an advertiser, whatever his transient success. The publicity that succeeds, and continues to succeed, must be founded upon plain, honest dealing—must be based upon methods and principles that will bring customers back again and again. It is a pretty safe rule that nothing will succeed by advertising that cannot be made to succeed upon a smaller scale without it.

MANY a business man has come to grief because he lacked a reserve of capital, of discipline or of knowledge of his business. In good times, when anybody could sell goods, he was all right; but, when a panic came and his notes were refused at the bank, he went down because he had no reserve of savings or of character. Shrewd business men are always on the watch for emergencies, financial storms, or panics; they know perfectly well that it takes a very different kind of ship-timber to wrestle with the tempests than it requires in pleasant weather, when there is no strain or stress. It is the man who prepares for an emergency, who keeps his sails trimmed, and his ship in order, that weathers the gale.—*Success for June.*

ONE good ad deserves another.

A good illustration unconsciously conveys the idea that the article advertised is a good one.

It seems to be admitted in Boston that the *Post* is outselling all the other papers. It is told that the sharp Mr. Grozier has at present a scheme in hand by which he is likely to push the sale of the *Sunday Post* beyond that of any other Boston Sunday paper. For instance, he has an arrangement in Lowell by which what purports to be the Lowell *Sunday Telegram* carries with it a free copy of the *Sunday Post*; and the plan works so well that it is thought that Mr. Grozier will not be slow in extending it to possibly a dozen or two of the thickly populated Massachusetts cities that are within a couple of hours of Boston. Col Taylor of the *Globe*, the manager of the *Herald* and the handsome Mr. O'Meara of the *Journal* are said to be looking after Mr. Grozier pretty sharply just now and the question who is going to get scalped remains at present an open one.

MR. W. C. NICHOL, editor and publisher of the *Province*, Vancouver, B. C., says that he "has never been able to understand why an advertiser has not as much right to know the quantity of circulation he is paying for as the number of lines or inches for which he contracts." This inability to comprehend led him to publish, in his issue of May 10, a full list of the names and addresses of every city subscriber upon the paper's books at that date. This list took up eighteen columns, contained about 3,000 names, and was divided by streets, enabling local advertisers to ascertain accurately just where every copy goes, outside of street sales. There is a point in circulation at which such a detailed showing would be impracticable, but for papers in cities the size of Vancouver—and considerably larger—there can be no question that it tells all that can possibly be known about the advertising service rendered to those who use a paper's space.

A MERCHANT should advertise his wares rather than himself. The politician or the actor may reverse this advice, but not the seller of goods.

VISITORS to Washington are usually impressed with the fact that none but the cleanest paper currency is in circulation there, as Washingtonians have learned to exchange their old, dirty, tattered bills for new ones. As a small detail of store management it is well for merchants to give patrons nothing but new currency in change. Fresh, crisp bills of all denominations can always be obtained at local banks in every part of the United States. If the local banks are not supplied they can readily obtain new currency from the United States Treasury. Such conveniences are small items in the advertising of a store, but they have a value, nevertheless, and help to make up the aggregate that gives it individuality.

FAR from looking down upon the farmer as a "rube," regard him as an expert in most of the practical things of life—more especially mechanical things. You can tell the city man that a camera operates by a simple pressure of a button. He will leave the "rest" to you. As a rule he knows nothing whatever of mechanics—couldn't wield a hammer with any precision, couldn't comprehend a technical description or a diagram if you gave him one, and doesn't care to, ordinarily. Make the camera practical; that is all he asks. When it is out of gear he takes it to the repair shop around the corner. But the farmer wants to know all about the process of making a picture, and all about the mechanism that accomplishes the feat. He has a mechanical sense that is utterly lacking in city folks. Things must be advertised largely from the mechanical side, and very little can be left to you. That is why the meaningless diagrams of cogs, wheels, levers and working parts of agricultural machinery bring results in farm journals. The farmer understands them, is interested in them, and insists upon having them.

THAT insatiable human craving for news should be catered to in every ad you write.

THE spice of advertising is variety, and the varying cannot be done too often. One would tire of a Murillo or Raphael, if he had to fix his eye upon it every day.

THE *Daily Star*, Toronto, Canada, issued a special "New Ontario" edition on May 17, consisting of 32 pages and containing much interesting matter concerning the industries and hopes of the province. Among the more notable features was a very complete treatise upon pulp-making, a comparatively new industry in which Canada is destined to play a leading part by reason of her vast timber reserves. This article was handsomely illustrated with views of the Clergue mills at Sault Ste. Marie. The supplement also contained many fine halftones of other important industries, notably mining, smelting and lumbering.

THE *Jewish Daily News* (39,359) and the *Wall Street Journal* (6,213) are the only daily papers in New York City that at the present time allow their circulations to be known. The *Post*, under Mr. Seymour's management, and the *Telegram*, under Mr. Gibson, used to furnish circulation statements to the American Newspaper Directory but neither one does it any more. No Brooklyn daily ever made a practice of printing circulation statements.—*Printers' Ink*, June 18, 1902.

The publisher of the New York *Telegram* regrets his oversight in failing to furnish a later circulation statement for the American Newspaper Directory. The last edition appeared April 15th, and on that day, too late for insertion as a matter of course, the *Telegram's* record for 1901 was received by the Directory editor. The *Telegram's* average issue for 1901 was 145,059 copies. No single issue fell so low as 110,000, and on one occasion the edition ran up very close to 400,000. The recent offer published in PRINTERS' INK of \$100 reward for a circulation statement from the *Journal*, *World*, *Press*, *Times* or *Tribune*, or \$500 for the lot all in a bunch, has failed to bring response. This was expected, otherwise the rather brash offers of rewards would not have been put forth. That the circulation statements are not forthcoming, reward or no reward, is a queer thing.

THERE are adwriters who fall into the error of having in mind when they write only those who employ them. It is the public that is to be persuaded, convinced and won. If the adwriter succeed in the latter he need have no care about the other fellow. The advertiser is after results and not mere pleasing rhetoric.

IF the concern where you are employed is all wrong, and the Old Man a curmudgeon, it may be well for you to go to the Old Man and confidently, quietly and kindly tell him that he is a curmudgeon. Explain to him that his policy is absurd and preposterous. Then show him how to reform his ways and you might offer to take charge of the concern and cleanse it of its secret faults.

Do this, or if for any reason you should prefer not, then take your choice of these: *Get out or get in line*. You have got to do one or the other—now make your choice.

* * *

If you work for a man, in heaven's name, work for him!

* * *

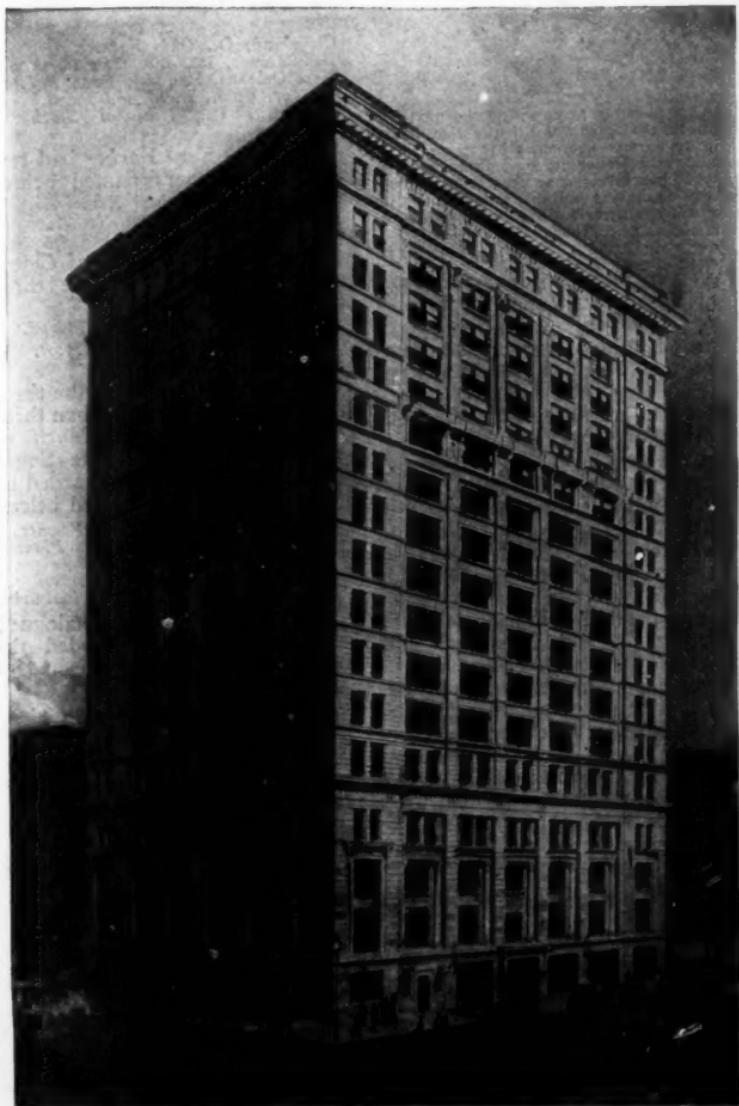
If he pays you wages that supply you your bread and butter, work for him—speak well of him, think well of him, stand by him and stand by the institution he represents.

* * *

I think if I worked for a man I would work for him. I would not work for him a part of the time, and the rest of the time work against him. I would give an undivided service or none.

If put to the pinch, an ounce of loyalty is worth a pound of cleverness.

You cannot help the Old Man so long as you are explaining in undertone and whisper, by gesture and suggestion, by thought and mental attitude, that he is a curmudgeon and his system dead wrong. You are not necessarily menacing him by stirring up discontent and warming envy into strife, but you are doing this: You are getting yourself upon a well-greased chute that will give you a quick ride down and out.—*Extract from Elbert Hubbard's "Get out or Get in Line."*



THE NEW BUILDING FOR THE CHICAGO "TRIBUNE." IN THE PERMIT TAKEN OUT FOR ITS CONSTRUCTION ITS COST WAS PLACED AT ONE MILLION DOLLARS.

THE BEST AGRICULTURAL
NEWSPAPER.

SUMMARY.



An award will be made within the next few months to the agricultural paper that better serves its purpose than any other as an educator and counselor for our agricultural population, and best serves as an economical medium for communicating with that class through its advertising columns and on the fairest terms, price and value considered.

The above notice appeared in *PRINTERS' INK* for January 8, 1902. It will be noticed that the inquiry into the merits of the five or six hundred publications included under the above classification has extended over six months. Every effort has been made to bring out information. May 21, 1902, a postal card was sent, to all publications likely to be interested, with a request to name the paper which in the writer's opinion is entitled to the Sugar Bowl. The result was published in *PRINTERS' INK* for June 4th and 11th, so far as votes of the three leading contestants, viz., the *Country Gentleman*, the *American Agriculturist* and the *Farm Journal*, were concerned. Below is given a complete list of all publications which received any votes. One is forced to the conclusion that there are hardly a dozen papers of the specified class which are to be thought of as being eligible for consideration in connection with the award.

Each of the nine publications here named asserted that it was itself entitled to the award, an opinion that was not coincided in by any other person.

Dunkirk, N. Y., *Grape Belt*, semi-weekly.

Carbondale, Ill., *Farmer's Institute*.

St. Louis, Mo., *Barnum's Midland Farmer*.

Rochester, N. Y., *National Nurseryman*.

Chattanooga, Tenn., *Tri-State Farmer and Gardener*.

Indianapolis, Ind., *Jersey Bulletin*.

Salem, Ore., *Pacific Homestead*.

San Francisco, Cal., *California Fruit Grower*.

Seattle, Wash., *Northwest Farm and Home*.

The Spencer, Ind., *Agricultural Epitomist* believed itself deserving

of the award and in this opinion the Topeka, Kas., *Missouri Valley Farmer* coincided.

Each of the five papers named below received one vote and no more.

Cleveland, O., *Ohio Farmer*.
Des Moines, Ia., *Wallace's Farmer*.
New Orleans, La., *Louisiana Planter*.
Denver, Colo., *Field and Farm*.
Pittsburg, Pa., *National Stockman and Farmer*.

The *Rural New Yorker* had two votes from papers named below.
Chicago, Ill., *Florists' Review*.
Nashville, Tenn., *Southern Agriculturist*.

The *Breeders' Gazette* of Chicago was the choice of the three papers named below.

Allegan, Mich., *Farmers' Friend*.
Chicago, Ill., *Live Stock Report*.
Chicago, Ill., *Horseman*.

The only paper outside the three favorites to receive more than three votes was *Farm and Ranch* of Dallas, Texas. To it the Sugar Bowl would have been awarded by the five publications named below.

Grantham, I. T., *National Farmer*.
New Orleans, La., *Louisiana Planter*.
Sherman, Tex., *Lone Star*.
Dallas, Tex., *Feld und Flur*.
Racine, Wis., *Wisconsin Agriculturist*.

Twenty-two papers catalogued below would have awarded the Sugar Bowl to the *American Agriculturist*.

Carbondale, Ill., *Farmer's Institute*.
Lincoln, Neb., *Western Swine Breeder*.

Macon, Mo., *Record*.
South Omaha, Neb., *Daily Drovers' Journal and Stockman*.
Lexington, Ky., *Kentucky Stock Farm*.

Battle Creek, Mich., *Dog Fancier*.
Indianapolis, Ind., *Daily Live Stock Journal*.

St. Paul, Minn., *Dairy Record*.
Indianapolis, Ind., *Western Horseman*.
Indianapolis, Ind., *Inland Poultry Journal*.

Boston, Mass., *Farm Poultry*.
Baltimore, Md., *Poultry and Farm*.
Belton, Tex., *National Fancier*.
St. Louis, Mo., *Orff's Farm and Poultry Review*.

Chicago, Ill., *The Dairy World*.
Chattanooga, Tenn., *Southern Fruit Grower*.
Winona, Minn., *American Stock Farm*.

West Raleigh, N. C., *Agricultural Education Magazine*.
Kinmundy, Ill., *Our Horticultural Visitor*.

South Whitley, Ind., *Farm Advocate*.
Baltimore, Md., *Farmers' and Planters' Guide*.
Shelby, N. C., *Tarheel Poultryman*.

The *Country Gentleman* would

have been awarded the Sugar Bowl by the twenty-four publications named below.

Kittrell, N. C., *Strawberry Specialist*.
Denver, Col., *Record-Stockman*.
High Point, N. C., *Poultry Keeper*.
San Jose, Cal., *Fanciers' Monthly*.
Oklahoma, Okla., *Farm Journal*.
Beaumont, Tex., *National Beekeeper*.
Binghamton, N. Y., *Fern Bulletin*.
Flint, Mich., *Bee Keepers' Review*.
Waterloo, Iowa, *Creamery Journal*.
New Orleans, La., *Sugar Planters' Journal*.

Columbus, Ohio, *Columbus Horticultural Journal*.

Atlanta, Ga., *Southern Ruralist*.
Franklin, N. Y., *Dairymen*.
Philadelphia, Pa., *Rural Farmer*.
Providence, R. I., *Pomona Herald*.
Albany, N. Y., *Poultry Monthly*.
Cincinnati, Ohio, *Live Stock Review*.
Columbus, Ohio, *Agricultural Student*.
Chicago, Ill., *Farmers' Voice and National Rural*.

Ithaca, Mich., *Poultryman*.
Woodward, Okla., *Live Stock Inspector*.

Morgan City, La., *Rural Topics*.
Chicago, Ill., *Milk News*.
Cheyenne, Wyo., *Industrial Journal*.

Below are catalogued thirty-seven publications that would have awarded the Sugar Bowl to the *Farm Journal*.

Nebraska City, Neb., *Hummer*.
Mount Vernon, Iowa, *The Fruitman*.
Sacramento, Cal., *Fruit World*.
Hamburg, Wis., *Gehuegel Zuechter*.
Seattle, Wash., *Western Horse Journal*.

San Francisco, Cal., *Pacific Rural Press*.

Glengardner, N. J., *American Game Keeper*.

Fricks, Pa., *Poultry Item*.
Chicago, Ill., *Irrigation Age*.
Sussex, N. J., *Milk Reporter*.
Derby, Ind., *Game Bird*.
Quincy, Ill., *Poultry Keeper*.

Minneapolis, Minn., *Skoerdemannen*.
Chicago, Ill., *American Bee Journal*.
Chicago, Ill., *American Home Owner*.
Kansas City, Mo., *National Thresherman*.

Monroe, Mich., *North American Horticulturist*.

Tobinsport, Ind., *Farmer's and Farmer's Aid*.

Des Moines, Ia., *Farmers' Tribune*.
Maquoketa, Ia., *Red Polled Record*.
Bluffton, Ohio, *Farm and Haus*.
West Palm Beach, Fla., *Tropical Sun*.

Boston, Mass., *New England Farmer*.
Fayetteville, N. Y., *Farmers' Institute Bulletin*.

Whitney Point, N. Y., *Practical Poultryman*.

South Amboy, N. J., *Poultry Star*.
Saginaw, Mich., *Cone's Journal*.
Philadelphia, Pa., *Pigeon Flying*.

Washington, D. C., *National Home Maker*.

Richmond, Va., *Farmer Student*.
Syracuse, N. Y., *American Poultry Advocate*.

St. Louis, Mo., *Women's Farm Journal*.

Plainfield, N. J., *Gamophyllous*.

Bonham, Tex., *Fanciers' Favorite*.
Truck and Fruit Growers' Journal.
Indianapolis, Ind., *Up-to-date Farming and Gardening*.

Springfield, O., *Home and Flowers*.
Freeport, Ill., *National Poultry Journal*.

The opinions printed below are not destitute of interest in the decision as to which publication is entitled to the award.

"THE MARITIME FARMER AND CO-OPERATIVE DAIRYMAN"

SUSSEX, New Brunswick, May 22, 1902.
Editor of PRINTERS' INK:

We have your recent communications asking our opinion as to which of the agricultural papers the Sugar Bowl should be awarded, mentioning as prospective candidates the *Country Gentleman*, the *Farm Journal* and the *American Agriculturist*.

In our opinion, the *American Agriculturist* has by all odds the strongest claim on the bowl. The *Country Gentleman* has not circulation enough to justify its claims, while its class of circulation may be very high. The *Farm Journal* is a little better than a freak and its class of circulation is not much superior to sample copies. Their offer of five years for fifty cents, or some such nominal fee, to our mind, places it in the same class as *Comfort*, *Sawyer's Trio* and papers of that character. It cannot in any way be considered in the same class as the other two papers.

The *Agriculturist* is the leader beyond doubt. Very truly yours,
R. D. ROBINSON, Publishers, Limited,

Per H. P. Robinson.

"THE SOUTHERN CULTIVATOR."

ATLANTA, Ga., May 23, 1902.

Editor of PRINTERS' INK:

In regard to the three papers mentioned, the *Country Gentleman* is undoubtedly the best agricultural newspaper of the three, but we think their rates are exorbitant in accordance with their circulation.

THE CULTIVATOR PUBLISHING CO.,
T. P. Hunnicutt, Manager.

PATRONS OF HUSBANDRY,

National Grange, Office of Lecturer.

MIDDLEBUSH, N. J., June 7, 1902.

Editor of PRINTERS' INK:

I have noticed your Sugar Bowl offer in *PRINTERS' INK* and desire to give my testimony in favor of that gem of all the agricultural papers: the *Farm Journal* of Philadelphia, not only as the best in all lines of farm, orchard, garden, live stock, poultry, etc., but the best home builder and home preserver. By all odds it is away in the lead as best serving the interests of the farmer, as a producer, a man and a citizen. If I was compelled to confine myself to but one agricultural paper, even at the cost of the highest priced one, I would without a moment's second thought take the *Farm Journal*. My neighbors all about here say the same, and we are all "sure-enough-farmers." I have a fruit farm of over 10,000 trees. I have advertised thoroughbred cattle, collie shepherd dogs, swine, poultry, etc., in several different agricultural papers, and always had more inquiries and paying

orders from *Farm Journal* than from all others combined. Its advertising columns are as clean as all its contents. A big point in its favor in these days of schemes to "farm the farmer." I know that I voice the sentiments of thousands of its readers and advertisers when I say that for the Sugar Bowl—"Ben Adam's name" should "lead all the rest."

MORTIMER WHITEHEAD, Lecturer.

In the opinion of the proprietor of Des Moines, Ia., *Wallace's Farmer* the Sugar Bowl should be awarded to either the *Rural New Yorker*, *National Stockman and Farmer* or the *Ohio Farmer*. He thinks either of these more nearly approaching what an agricultural paper ought to be than either the *American Agriculturist*, the *Country Gentleman* or the *Farm Journal*.

◆◆◆

A SAGE BRUSH SAND STORM.

LINCOLN, Neb., June 11, 1902.

Editor of Printers' Ink:

PRINTERS' INK, self-styled "the Little Schoolmaster" but more accurately the "Printed Egotist," has been amusing itself of late in about the biggest game of nonsense known in the history of journalism.

The Sugar Bowl contest has developed into the "superlatively greatest" fraud and most farcical performance known to the newspaper and publishing fraternity. The "Printed Egotist" announced with all solemnity and much flourish that it would award a Sugar Bowl to the publication which "better serves its purpose than any other as an educator and counsellor for our agricultural population" and which "best serves as an economical medium for communicating with that class through its columns and on the fairest terms, price and value considered." Almost immediately after announcing this contest the "Printed Egotist" began to develop its case, which proves to be nothing more or less than a scheme for advertising two of the most fraudulent publications known to the agricultural field. Of course, they will be advertised by the scheme—notoriously advertised.

The publishers of agricultural papers, and advertisers as well, know the standard by which to measure the value of an agricultural publication and to determine whether it better serves its purpose than any other. The factors to be considered are territory covered, class of readers, circulation, quality of reading matter, confidence the readers have in the paper, age and stability, subscription price and advertising rates. Neither of the favorite publications selected by the "Printed Egotist" can stand the test when measured along these lines. One of these publications selected can pass examination in but one of the above factors, viz., age. It claims to be seventy-two years old but in reality has obeyed the scriptural injunction to be dead and born again several times by illicit consolidation with other publications during that period. It is rated in

the American Newspaper Directory at about seven thousand five hundred circulation—the merest handful. It would seem that the circulation management must be thoroughly incompetent or the number of admirers of the paper few, far between and exceeding difficult to find. "The quality of reading matter," its educational features and value as a counsellor, cannot be particularly attractive or the demand for it would be greater. The present readers surely do not have greater admiration for, nor confidence in the particular publication referred to, or they would not suffer it to struggle along with so small a circulation.

The subscription price is \$1.50 per year if paid in advance, or \$1 per year if not paid in advance. The publisher must need money badly to be willing to offer so liberal discount for cash in advance. It would indicate that the "country gentlemen" who read this particular publication are not prompt pay. Otherwise it would not be necessary to impose the heavy penalty of 100 per cent to induce them to pay for this "superlatively excellent" publication. Doubtless an investigation would show that even the heavy penalty imposed is not sufficient to lighten the painful duties of the collector. In all probability the greater part of the payments for subscriptions are made with New England grown pumpkins or homespun clothing for the editor. After deducting the exchanges, complimentaries and the dead beat and the dead head subscriptions it is likely that the list would not exceed four thousand names. As to the class of readers they are professed "country gentlemen," but no better than the millions of plain, hard working farmers of the Central and Western States. What is there in such a record to warrant the "Printed Egotist" in classing it as the greatest educator and wisest counsellor of all agricultural publications?

As to the second requirement to receive the Sugar Bowl this favorite publication fails even greater than in the first. The published rate for advertising is 40c. per line or about 4½c. per line per thousand circulation. There is no large and successful advertiser in the country who will pay a rate as high as that. The published rate is deceit. The publication does not get it. It is well to remember the old legal maxim "False in one, false in all." The publication does not receive such a rate for space except from the innocent and unwary in the advertising field, in which case it is a "holdup" as truly as when a masked man robs his victim. On yearly contracts this favorite publication announces a rate of 18c. per line or about two cents per line per thousand circulation. A rate prohibitory to any sensible and experienced advertiser. In all probability a cash with order ad would be inserted at rate of one-fourth of the above amount before it would be returned to the advertiser. It is a disgrace to decent journalism that the "Printed Egotist" should indorse such unbusiness like methods.

The second favorite, *Farm Journal*, when measured by the standards of excellence as an agricultural newspaper fails in nearly the same degree as the first favorite. In order to secure circu-

lation it is sold at a nominal subscription rate and more frequently is donated to any who will receive it. The published price is about 10c. per year for the "superlatively excellent" *Farm Journal*. Think of it! Why should a superlatively excellent publication find it necessary to make such a rate in order to secure circulation? The same publication contains about three times as much advertising matter as reading matter. A little figuring will show that the revenue received from subscription is almost nothing when compared to the payments made by the advertisers. How can a paper that places 85 per cent of the burden of the expense of publication upon the advertiser best serve as an economical medium at the fairest price? It is well known to advertisers that papers sent broadcast to persons who are not regular subscribers or to persons who do not actually pay money to receive the paper, is not a valuable advertising medium. The people measure the value of reading matter, to a certain extent, by what it costs them to receive it. If it is not worth paying for in these days of cheap paper and cheap printing presses it is hardly worth reading.

To bolster up its worthless claim of superiority of these publications the "Printed Egotist" has devoted much space to the publication of solicited love letters, written by admiring farmers and preachers and doctors in favor of this kind of "superlatively excellent" journalism. The silliest flattery appears in many of them. Such that would disgrace the smallest of county publications. For example one of the admirers says: "I think that you can in no way please more people than by awarding the 'rize to a paper whose friends are legion and the backbone of peerless America." Another says: "I myself, have been a steady advertiser in it for several months and I know that it pays and is profitable as an advertising medium." Similar articles supporting the merits of other publications were suddenly cut down or rung off entirely.

There is no publication in the country that could not produce hundreds and thousands of similar letters from its readers if it only asked for them. As a climax to its act of perfidy the "Printed Egotist" sent out a lot of postal cards with paid reply addressed to the Agricultural Newspapers, asking for opinions as to the superiority of the agricultural papers competing for the Sugar Bowl. It

was careful, however, to state which papers could be considered—only the favorite two and possibly a third under certain conditions. The favoritism shown the two publications was so great that 90 per cent of the publishers to whom paid reply postals were sent disgustedly threw them into the waste basket without answer. When such publications as the *Ohio Farmer*, *Epitome*, *Iowa Homestead*, *Deutsch-American Farmer* and other Central and Western publications with national circulation are insulted and ignored, in such a contest, it is not surprising that publishers generally treat the whole affair with contempt.

After such a disgraceful attempt to deceive the advertisers and publishers of the country the "Printed Egotist" should hang its head in shame and take a course of treatment in sackcloth and ashes.

F. D. EAGER.

Editor of *Nebraska Independent*.

THE FRANK A. MUNSEY COMPANY.

111 Fifth Avenue,
NEW YORK, June 16, 1902.

A quarterly dividend of one and one-quarter per cent on the capital stock of this Company has been this day declared by the Board of Directors, payable at the above office, on July 3, 1902, to the holders of said stock of record on the Company's books on the 30th day of June, 1902.

The transfer books will be closed from five o'clock P. M. on the 30th day of June, 1902, until ten o'clock A. M. on the 7th day of July, 1902. Checks will be mailed. Wm. T. DEWART, Treas.

THE man who brings common sense to bear on his advertising as well as on the other departments of his business is pretty sure of success.—*The Ad-Writer*.

THE article that is introduced through the extensive use of printers' ink is the reflex of a large advertising expenditure, backed up by the merit of the article itself.—*Progressive Advertiser*.

A LITTLE four-inch ad properly written and properly arranged will steal into the reader's favor more easily than the big, overwritten, overdisplayed, full-page affair with its flourish of trumpets.—*Business Problems*.

The American Newspaper Directory has been issued by Geo. P. Rowell & Co. for over thirty years, and during that long period has maintained its place as the most complete and most accurate work of its class. No other directory publisher asks so many pertinent questions or takes so much trouble to procure the truth about circulation.

Advertising Experience, Chicago, June, 1902.



THE NEW HOME OF THE NEW YORK "PRESS." NOS. 7 & 9 AND 17 SPRUCE STREET, OPPOSITE THE ONE OF THE LITTLE SCHOOLMASTER.

SUBSTITUTION, AND DEPARTMENT STORES.

"The problem of preventing rate-cutting by department stores is not a new one to us, by any means," said Dr. V. Mott Pierce to a PRINTERS' INK reporter at his Buffalo office last week. "Fifteen years ago Dr. R. V. Pierce undertook to be the Moses who would lead proprietary advertisers out of that wilderness, and though it was a much smaller wilderness than at present, he met with little success. The department stores which handled patent medicines were confined to the largest cities then, and we tried to help the city retailer by demanding that all dealers who sold our remedies must, before purchasing our goods, sign an agreement to maintain the prices printed on the packages. We had a system of invisible key figures which we used upon every bottle sold, and when a cut-rate sale occurred we purchased goods, brought out these key figures with tannic acid and were able to know who jobber had handled them. We found, however, that we could seldom get proof positive that would justify us in refusing to sell more goods to any particular jobber, for he could generally prove that he had not sold the cutter in question.

"There were many devious ways in which they could be obtained, even from those who were as anxious as we were to maintain prices. Then, the country retailers, who had not learned by sad experience of the evil of rate-cutting and who had little competition with department stores or mail-order houses, complained of the restrictions that we put upon remedies. 'We have paid our good money for your medicines,' they wrote, 'and think that we are entitled to fix our own prices. If we are to be restricted it will pay us to push the sale of other remedies.' So, after several years' fair trial, we abandoned that plan, and have tried several others since—but we have not even a good theory of how this evil can be practically overcome.

"Rate cutting is undoubtedly responsible for much substitution. Department stores will seldom sub-

stitute or sell counterfeits, for they find it more profitable to use the genuine advertised goods for their own advertising purposes. But the retailer, brought into ruinous competition with department stores, turns naturally to substitutes in self-protection. I am sure that a dozen large proprietary advertisers, working in harmony, could have checked the evil a dozen years ago—for a time, at least, but it is probably too late now. The department store idea is simply modern business evolution. It fits the needs of the housewife; its convenience, having many departments under one roof, appeals to her, and I believe it has come to stay. Retailers can never be wholly eliminated, of course, for they have the advantages of close personal touch with patrons and of being in the residence districts. These give them sound reasons for being, and the drug store is the natural place for a person to get medicines. Some of them will be forced out, perhaps. Proprietary advertisers are supporting them in various ways in their struggle for fair prices and living profits, but they cannot alter demand. For ourselves, we refuse to sell to department stores, but we cannot hinder the natural evolution of trade conditions. The whole system of proprietary advertising is in process of evolution —erupting, like Mount Pelee."

THE BIG CITY DAILIES.

"In the same way that the department store is gradually wiping out the small retailer, so too is the big city daily beginning to hurt the small country weeklies and dailies.

"In my opinion the country weekly as a general advertising medium has seen its best days. The city daily reaches every one within 200 miles of its place of publication, and in the eastern section of the United States there are cities enough to cover practically everything this side of the Missouri and Ohio rivers. Our New England salesman writes, for example, that in Vermont, New Hampshire and Maine dailies from Boston, Augusta, Manchester, Burlington, Rutland, Montpelier, Portland or Bangor cover pretty well all the

rural districts in this territory. On the trains he finds that the Boston *Globe* and *Herald* and the New York *World* and *Journal* are practically the only daily papers sold and read. Speaking broadly, it seems to me more than probable that proprietary advertisers will soon be forced to abandon the weeklies altogether, and put their dependence upon the big dailies. Advertising will become a much less complex proposition, and doubtless there will be more competition in our field. The expense may be considerably less than by the old system. That will depend upon the publishers of the comparatively few papers that general advertisers will have to use in order to get a representation. Big copy will naturally be more than ever necessary then for the general advertiser to attract the public's attention.

A WASHINGTON, D. C., GENIUS.

J. T. HENSHAW & Co.,
Roofs Repaired and Painted. Range,
Latrobe and Furnace Repairing.
Tin Roofing and Spouting.

736 Thirteenth Street, N. W.
WASHINGTON, D. C., June 14, 1902.

Editor of PRINTERS' INK:

I have been a great reader of PRINTERS' INK and it has literally been a Schoolmaster to me, and as having some capacity for original and striking expression I send you the inclosed sentences for publication if you see fit to use them. They are a few of many hundreds that I have used in the past twelve years. Yours respectfully,

JAS. T. HENSHAW.

The Little Schoolmaster agrees with Mr. Jas. T. Henshaw and reproduces below some of the sentences above referred to as original and striking. Mr. Henshaw writes these signs with crayon and colored pencils on card board which fits a metal frame and hangs them in front of his place of business. Some are written on a blackboard standing on the sidewalk in front of his workshop. The metal frames are so constructed that the cardboards can easily be placed and replaced.

It is a personal matter between yourself and us. We mean your roofing, spouting, stove-work, etc.

As a school-boy we used the blackboard to help educate the mind. We now use it to promote our business and tell

you how well and thoroughly we execute your orders.

We are superlatively good. This does not refer to our piety, but to our roofing, spouting, stove-work, etc.

A cheap man will butcher your work for a less price than we charge you to do it well. Now think it over.

Think! think! You will never know anything unless you think. When you have roofing, spouting stove-work, etc., think of us.

Truth presented with the commonest kind of common sense, and work done with skill and best materials has made our business a thrifty one.

For thirty-four years we have been on a "strike." We believe in strikes and through our persistent hammering we reap the "golden harvest."

Accident and circumstances sometimes play the part of "Good Samaritan" in the enrichment of man, but nothing short of the 'survival of the fittest' and honest worth has prospered us.

We are not "Songs of Genius" and nature gave us no gifts as a birthright. However, we dignify our position in life as much as possible by doing the "best" roofing, spouting, stove-work, etc.

At this writing we do not recall who it was that said, "Give me liberty or give me death," but we distinctly remember that it was Henshaw who said give me roofing, spouting, stove-work, etc.

Nineteen years ago we opened this shop and to-day we are working for the same people that patronized us the first years of our business career. Could we possibly write a stronger recommendation of ourselves?

"Lest we forget" is the title of a celebrated work. Lest you forget is the title we are working under and as good mechanics we do our work well and thoroughly and hope to impress this fact on the public mind.

"Keep close to common people and success is yours."—(Abraham Lincoln). Now be sure that you understand Mr. Lincoln's meaning, for we are common people ourselves, but we do the best roofing, spouting, stove-work, etc.

ILLUSTRATED EXPRESSION.



"GIVING HIM A GOOD RATING."

A FAULTY CIRCULAR.

The actual circulation of

Power

is printed at the head of the editorial column, for each issue and for the year, and a detailed report is furnished to the American Newspaper Directory every quarter. These reports are true and we must decline to figure out the circulation in a different way for all the so-called directories, agencies, etc. No copies are sent free regularly to anyone, none are taken back from the News Co., none are for sale beyond the current year—the circulation is net.

The attention of PRINTERS' INK has been directed to the leaflet here reproduced. Believing it his province to right every wrong in the advertising world, the Little Schoolmaster feels called upon to make concerning the above the remarks that follow:

Power is classed among what are known as trade papers. It is published monthly and prints an average issue in the neighborhood of 31,000 copies. Its subscription price is one dollar a year. Its principal source of income is from a magnificent advertising patronage. How splendid that is may be inferred from the fact that when the paper was in the market a short time ago there was much interest in the sale and a buyer was quickly found willing to pay the princely price of \$350,000 for the mere trade-mark—the good-will, the right to print the paper and take the proceeds. Being a monthly, there are but twelve issues in a year. It is easy to keep a record of these issues, in fact such a record is kept for placing on file with the editor of the American Newspaper Directory. It would be almost as easy, therefore, to print a copy of that record and give it to each inquirer as it is to hand to the inquirer the slip containing the paragraph printed above. The inquirer may not always have a copy of the Directory at hand to refer to, and may not have before him a copy of the paper to which he may refer for a circulation statement. He will surely be better pleased to receive, in the form of a printed slip, a definite answer to his inquiry than he will to be told how he may gain the information from

other sources or may figure it out for himself. The circulation of a paper is nowadays understood to be the average number of copies printed for a period of a full year. Such a table, showing the number put forth of each issue, the total output for the entire period, and a division revealing the average, accompanied by a statement of the number of copies printed of the very latest issue, always conveys to an advertiser a feeling that he is dealing with a newspaper that is square, honorable and above board. Such a slip, printed on a piece of paper no larger than a postal card, will be a better business bringer for *Power* than the one reproduced above in reduced fac-simile.

RAILROAD PUBLICITY.

Mr. J. M. Campbell, advertising manager of the Cudahy Packing Company at Omaha, Neb., sends PRINTERS' INK the following communication:

A recent issue of the Little Schoolmaster contained an extract from an article by Mr. Kathrens of the Pabst Brewing Co., which recently appeared in the Milwaukee *Sentinel*. Mr. Kathrens says:

"There are to my mind many fields of advertising yet untouched. The most prominent, I think, is the railroad, although a few leading lines are beginning to show some promise of a better day. Is the conventional railroad announcement likely to cause a man to rush down to the ticket office to secure accommodations? If you go to the carnival city of the South it is because of something in the climate which attracts during a certain season of the year, or the festivities offered in the Mardi Gras, not because, but in spite of advertising which may have emanated from the railroads. They had it in their power to make the Buffalo exposition a success, but they relied on the Falls and their time-table folders, and trusted to luck. As a consequence, a really clever exposition closed a failure. A little circus publicity on the part of the railroads would have resulted in hauling the crowds in boxcars, so great would have been the desire to see the wonderfully advertised show. There will always be a certain amount of travel, but how many people would visit the grand canyon of Colorado if they were told about it in the enthusiastic manner of the circus manager?"

Mr. Kathrens has the reputation of being a very bright advertising man—one of the brightest in the business. But I think he is not entirely correct in his conclusions.

Railroad advertising is not as bad as it might be. On the contrary, it "stacks up" pretty well with the generality of advertising.

The only test that should be applied

to advertising is: Does it accomplish its purpose?

If railroad advertising does not do this, how does Mr. Kathrens account for the fact that 60,000 people go to California every fall and winter? Does he not know that this immense traffic is the result of the systematic efforts of the passenger department of the big railroads of the West?

If railroad advertising is not responsible for the annual trips of tens of thousands of pleasure seekers to Colorado, what is? What commercial house, what mercantile establishment, is as well known as the Empire State Express? If railroad advertising is as bad as Mr. Kathrens would have us believe it is, how does he explain the fact that more than 100,000 people took advantage of the low rates to Montana, Washington, Oregon and California which were in effect during March and April of this year? Nebraska's population increased 150 per cent in ten years. Did it "just happen" or were the railroads responsible for it? If they were not, who was? If they were, how did they do it, if not by advertising?

Mr. Kathrens says, "Many more people would visit the grand canyon of the Colorado if they were told about it in the enthusiastic manner of the circus manager."

Would they?

Is Mr. Kathrens aware that it takes two or three days' time and a whole lot of money to reach the Grand Canyon? And is it not a fact that the people who can spare that much time and have that much money to devote to a pleasure trip, pure and simple, are, not, as a rule, influenced by the "enthusiastic manner of the circus manager"? It is a very easy matter for Mr. Kathrens or anybody else to say "railroad advertising is bad." The question I should like to ask them is: How are you going to improve it? I have known several good advertising men—at least they were so considered—who made the rankest kind of a fizzle when they undertook to carry out their pet theories as to how a railroad should be advertised. I am willing to admit that railroad advertising is far from being perfect. I am willing to admit that a great deal of it is badly done, but I do say and I think I can prove my assertion that, taking everything into consideration, it is not an "untouched field." Railroad advertising is more fascinating than any other branch of advertising—I speak from an experience of more than ten years in it. But it has one serious drawback—railroads will not, as a rule, pay salaries large enough to command the services of the best men. If they would, I should still be devoting my energies to exploiting the advantages of the "Smooth Road."

UNCLE STANLEY DAY.

HOW HE WOULD IMPROVE THE AMERICAN NEWSPAPER DIRECTORY.

I have received from Geo. P. Rowell & Co. a copy of the latest issue of the American Newspaper Directory, with a request for my opinion upon it. That my opinion is one of high appreciation may be judged from the fact that I use it in all cases and place absolute re-

liance upon its ratings. Years of experience teach that a publication which does not send in ratings to this Directory is a very doubtful quantity, and that any publisher can get a true rating inserted without cost. As for improvements, I would suggest that ratings should run over 75,000. Few papers below 75,000 are able to make rates profitable to mail order advertisers, but upon the largest and most important papers in the country the directory gives no information except what the papers certify to themselves. Mr. Rowell ought to be brave enough to expose the big liars as well as the little ones.—*Stanley Day, Advertiser's Guide for June, 1902.*

NEW YORK, June 3, 1902.
Mr. Stanley Day, Publisher of Advertiser's Guide, New Market, N. J.:

DEAR SIR—The notice of the American Newspaper Directory in the June issue of your valuable publication has been brought to our attention and we thank you for the kind words.

Your suggestion for an improvement in the letter ratings by running them above the 75,000 limit, which is now the highest rating in the Directory except in cases where publishers make a definite report, particularly interests us.

For a more intelligent consideration of this subject so essential to the Directory, we beg to ask you how far above the present 75,000 limit you would recommend extending the Directory key to letter ratings, how you would graduate the ratings above 75,000 circulation and whether you think a key can be adopted that will satisfy a publisher who fails to furnish such a circulation report as is at present demanded for a rating in plain figures?

Trusting you will favor us with an expression of your opinion on the above points, we are, Your obedient servants,

GEO. P. ROWELL & CO.
Publishers of the American Newspaper Directory.

STANLEY DAY GENERAL NEWSPAPER ADVERTISING.

We Cover the Fourth Estate.
NEW MARKET, N. J., June 11, 1902.
Messrs. G. P. Rowell & Co.:

DEAR SIR—In reply to your esteemed favor of the 3rd in relation to ratings above the 75,000 limit, I would suggest.

First. As high as they go up to one million.

Second. Not less than 75,000 copies up to 110,000 a certain letter; 110,000 up to 150,000 a certain letter; 150,000 up to 200,000 a certain letter; and for every 100,000 afterwards.

"Whether a key can be adopted, etc.?" Possibly not; but they can be satisfied as well as those under 75,000.

Yours truly.

Stanley Day

• • •
If each firm were to take advantage of one-half the advertising possibilities of their business, there would be many more advertising successes.—*White's Sayings.*

THE PRICE CUTTING PROBLEM.

St. ALBANS, Vt., June 11, 1902.

Editor of PRINTERS' INK:

Your issue of April 23rd contains a very interesting article from the pen of Bert M. Moses of the Omega Chemical Company. His letter to you says: "What I have written will perhaps stimulate some discussion and lead to an eventual solution of the price cutting problem. We don't sell to retailers. We sell only to jobbers."

The methods employed in marketing Smith's Green Mountain Renovator are directly opposite to those outlined by Mr. Moses, and as our scheme was inaugurated purely and simply to stop the cutting of prices, it occurs to me that some of your readers may find a short dissertation upon it of interest. If you agree with me, I should appreciate your giving it space in your medium.

Yours truly,

St. ALBANS REMEDY CO.,
Farrand S. Stranahan, Mgr.

Vinol and Smith's Green Mountain Renovator are the only dollar remedies extensively advertised upon the special agency plan. The company which I represent began business by introducing the Renovator on the open market. The inevitable cutting of prices and substitution followed, with the result that after an experience of two years, our preparation was taken off from the open market and is now sold only to one druggist in each city and town. This special agent is under guarantee, in writing, to maintain the price of \$1.00 per bottle for the Renovator; is privileged to sell other druggists in his city at the same price as formerly asked by the jobber, providing that a druggist so buying signs a similar contract to that of our agent, i. e., guaranteeing to maintain the price of \$1.00 per bottle for the Renovator; is privileged to sell other druggists in his city at the same price as formerly asked by the jobber, providing that a druggist so buying signs a similar contract to that of our agent, i. e., guaranteeing to maintain the price. Every package of goods which leaves this factory is so marked that it is absolutely impossible for an agent or other druggist to alter it so that we can not trace from whom it was obtained. By contract a heavy fine is levied on an agent violating any part of the agreement. This, in outline, is the method under which Smith's Green Mountain Renovator is sold to the trade.

It is my opinion that Vinol and ourselves are pioneers in a method which will be generally followed within ten years, providing some solution of the price cutting problem is not evolved. The whole matter rests, it seems to me, with the manufacturers. If they can put up their goods and mark them in such a way as will enable them, under all circumstances, to trace them, and then if they obtain from the jobber a written agreement not to supply the goods, either directly or indirectly, to any party who will not maintain the full purchase price, I think the problem would be solved.

There are some articles which are undoubtedly more difficult than others to number or mark with some special sign. I can only speak for the Renovator, but this I again assert: no one, unless they

absolutely destroy our package, can obliterate our tracer.

To stop the cutting of prices I suggest these four methods:

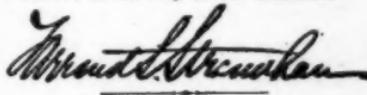
1st. The manufacturer must mark each package of his goods so that it can be traced.

2nd. The jobber must contract in writing not to supply any person who is not a legitimate dealer and who will not maintain the purchase price of the article.

3rd. The retailer when purchasing from the jobber must guarantee in writing to maintain the price and not supply the cutter.

4th. For any violation on the part of the wholesaler or retailer of their agreements, the manufacturers having adopted this method shall black list such wholesaler or retailer and refuse thereafter to supply them with their products, and not allow other wholesalers or retailers to supply them.

This scheme, though roughly sketched, I believe is the key to the situation.



IT WAS DESERVED.

THE EDGELL COMPANY.

13th and Hamilton streets.

PHILADELPHIA, June 18, 1902.

Editor of PRINTERS' INK:

We are in receipt of your copy of PRINTERS' INK, and are pleased to note your favorable comment on the E. T. Burrowes' Company catalogue, which we have recently printed.

Yours very truly,
THE EDGELL COMPANY.

PATENT MEDICINE IN OHIO.

CHILLICOTHE, O., June 14, 1902.

Editor of PRINTERS' INK:

In your issue of June 11 you publish our letter on the Japanese and Omega Oil controversy, in which we make the statement that no proprietary medicine was ever properly advertised in the *News Advertiser* that did not show results. On this you make the following comment:

"Mr. Hunter is perhaps as honest as newspaper men generally when he tells the results in Chillicothe of advertising in the *News Advertiser*, but PRINTERS' INK is inclined to believe that he cannot mention a single instance where sales of the local druggists have equalled the advertiser's bill."

In order to secure proof of our claim we went over our books and prepared a list of every proprietary remedy that had been advertised in our columns for at least a year to the extent of \$25 or more. A copy of this list was then handed to every druggist in this city with the request that he put down after each remedy the amount of sales at retail during the past year, the figures to be the jobber's price. Every druggist cheerfully complied with the request giving the matter considerable of his time, with one exception. This exception was a small dealer, who declined to make a detailed report, but said he had calls for all on the list.

PRINTERS' INK.

Every report is signed by the druggist making it, and all are inclosed as an evidence of good faith, a mere newspaper man's statement having no weight. The totals are tabulated below, and gives a good idea of the amount of proprietary medicines sold in a year in a city of 13,000 inhabitants:

Peruna	\$1,435.00
*Kilmer's Swamp Root	642.00
Doan's Pills	502.00
H. E. Bucklin & Co.	472.00
*Dr. Miles' Remedies	428.00
*Paine's Celery Compound	394.00
*Foley & Co. Remedies	377.00
*Vinol (sold by one druggist)	367.20
*Stuart's Remedies	359.00
Cascarets	352.00
Scott's Emulsion	318.00
Hood's	309.00
Wine of Cardui	275.00
Williams' Pink Pills (6 mos.)	233.00
Dr. A. W. Chase	185.00
Hall's Catarrh Cure	158.00
Hagee's Cordial	139.00
Rocky Mountain Tea (6 mos.)	89.25
*Ely's Cream Balm	85.00

Total sales at jobber's price \$8,016.45
*Advertised in the *News Advertiser* only.

Now for the advertiser's bill. Taking our own figures and estimating those of the *Gazette*, we figure the total amount paid out for advertising the above remedies in the newspapers of Chillicothe to be about \$1,500, or a little over 10 per cent of the retail price. Instead of showing a single instance of the sales amounting to the advertiser's bill, we have made our claim good in every instance. Every one of them have not only sold enough to pay the advertising, but a handsome profit beside. We don't claim that there are no remedies advertised that do not pay, but they do not seem to be doing business with the *News Advertiser*.

Several years ago when Paine's Celery Compound was advertising very heavily the sales were as large as those of Peruna to-day. For some cause or other the advertising fell off until it represented but a few large advertisements several times a year. As a result the sales fell off until only a few druggists kept it in stock. About six months ago another persistent advertising campaign was started, and although they used but one paper as before, the sales began to pick up almost immediately.

The sales of Rocky Mountain Tea cover but six months. Up to that time one firm was paying for the advertising and another, a spurious concern, putting up a remedy under the same name, was getting the returns. Local druggists, not knowing the difference, simply ordered Rocky Mountain Tea, and as the jobbers got more commission on the spurious article, that was always sent. We first discovered the fraud in talking with a local druggist when the advertiser was notified and the matter straightened out. Respectfully,

NEWS ADVERTISER CO.,
Geo. F. Hunter, Mgr.

It's not how you want the public to think, but how the public already thinks, that must be carefully considered in dashing off the ad message.—*White's Sayings*.

EXAGGERATION IN ADVERTISING.

222 West 23rd street.
NEW YORK, N. Y., June 12, 1902.

Editor of PRINTERS' INK:

The managers of the biggest industries in the United States met in convention a few months ago, and testified strongly to the efficiency of advertising for the furtherance of trade.

To attempt criticism of the present methods of advertising, on the strength of such authoritative testimony savors of temerity. Regardless of this we venture to feel that much of the advertising seen is open to criticism in its lack of good taste, and still more because of its tendency to exaggeration. It is in outdoor advertising, if anywhere, that a certain amount of exaggeration is permissible. Even here, it should be used with discretion.

The poster is in its very nature a form of exaggeration, a sort of "Alice in Wonderland" affair. But if simply executed, terse in expression, with a decided connection between picture and announcement, the poster serves its purpose well in catching the public eye. Alas! the public eye cannot help itself; it must be caught. Whichever way it turns—behold, a poster—to the left of it, to the right of it—all around it—posters! Were this country right now to meet with the fate of Pompeii, and after centuries to be excavated, what would be the judgment of the archaeologists upon our wall decorations? Surely that the ancient town of New York was addicted to the worship of Geese!

Let the outdoor announcement be as gorgeous in coloring, as clever as you will; neither coloring nor cleverness should be allowed to crowd out simplicity and truthful statement.

The sin of exaggeration is committed more, possibly, in department store work, than in any other form of advertising. Here, too, it would seem that there could be no possible excuse for it as in outdoor work.

Why need advertising be in the superlative degree? The goods thus extolled cannot by any possible means be invariably superlative in quality. Therefore, the ad is an untruth, and truth should be the keynote of all business announcements. The firm that allows other than truthful statement in its advertising, will certainly meet its just deserts in losing the confidence of intelligent shoppers.

Spontaneity is surely the soul of cleverness. A clever ad and cut are undoubtedly trade-winners, but forced cleverness is a weariness unto the soul, and must have the opposite to the desired effect upon the public.

A safe rule for the advertiser is this: Be clever when you can't help it; the rest of the time be truthful.

CARRIE L. HUSE.

DAILY paper copy should be timely and pertinent to the immediate needs of the hour.—*The Mahin Method*.

LACK of the business ability is the strongest failing good advertising has to contend with and take the blame for.—*White's Sayings*.

Editor
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ADVERTISING CLUBS.

F. M. LUPTON,
23-25-27 City Hall Place,
NEW YORK, June 12, 1902.

Editor of PRINTERS' INK:

Referring to the letter of Mr. Franklin Coe in your issue of June 11th in regard to the advertising clubs in the larger cities, I should like to have you include the "Publisher's Representatives" in the list which you speak of making up.

This club is a year and a half old and has had a very successful existence. The membership is limited to the representatives of mail order papers and the meetings are held once a week.

The object of the club is the exchange of tips in regard to advertising, and one of the best things which has been accomplished is the uniform action which has been secured in regard to granting commission to new advertising agents.

Yours truly,
THOMAS H. CHILD, Secretary.

SOME TESTIMONIALS.

The market price of patent medicine testimonials, like those of any staple commodity, do not vary much. The industry of getting these "puffs" is well organized, and because of the success of pretty women, has largely drifted into their hands. The testimonial of a member of Congress or the Governor of a State is worth from \$25 to \$50, while that of a member of the State legislature is somewhat less, from \$10 to \$15. "Mayors and councilmen are steady at about \$5." Beauties and actresses are so anxious to have their photographs reproduced that their testimonials are comparatively cheap. Ministers, it is said, are not now of much value, as "they have been overworked" in the advertising business. Bishops, however, are still sought out. The higher the game the less is it safe to attempt direct purchase. The testimony is secured, as a rule, in such cases by wheedling and influence.—*American Medicine*.

NEVER forget that it requires a convincing argument to induce people to change from one article to another—if you have no argument in your advertisement do not expect it to pull.—*The Advisor*.

A GOOD WAY.

Newspaper advertising can be gotten in one way certainly, and that way is to demonstrate to the man in business who has something to advertise that through the pages of the newspaper is one way he can sell what he has to offer. As soon as an advertiser finds that advertising pays him, it needs no philosophy or argument to convert him to expend money for advertising.

The quickest way to get advertising for a newspaper is to show the town merchants, and the business men that it does pay him to advertise in a newspaper. The quickest way to show him that it will pay him to advertise in the local paper is to handle that paper in a manner that his advertising will pay him.—*Western Publisher*.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

PORTO RICO.

LA BRUJA, Mayaguez, P. R. Established 1896. 2,000 copies daily. Published every day. Sunday accepted. This is the most popular paper in this country. Advertisement rates: From 1 to 5 inches, 10c. an inch per insertion. Higher than 5 inches, appropriated rates.

\$100

FOR THE BEST DESIGN

emblematic of the sentiment expressed by the word "Forward," adopted as a motto for the city of Denver. Competition open to all artists and others who may desire to enter.

The design should conspicuously present motto and name of city, and should be drawn with reference to its use as an emblem on a badge or banner, an imprint on literature or stationery, as a label button, or in some other practical way. Competition closes July 15th. Award will be made by a committee of general passenger agents representing the railroads doing business in Colorado. Designs, or applications for further information should be addressed to COLORADO PRESS BUREAU OF INFORMATION, 707 18th Street, Denver, Colo.

THE OBSERVER

The Hoboken Printing and Publishing Co.

BRANCH OFFICES:

JERSEY CITY.
49 Montgomery St., Telephone, 486.
342 Fallside Avenue.
385 Spring St., West Hoboken.
183 Bergenline Ave., Union Hill.
99 Maiden Lane, New York.

MAIN OFFICE:

80 WASHINGTON ST.
HOBOKEN, N. J.

TELEPHONE 20.

CIRCULATION OVER 19,000 GUARANTEED.

LARGER THAN ALL HUDSON COUNTY PAPERS COMBINED.
ALL ADVERTISING ACCOUNTS NULL AND VOID
IF CIRCULATION FIGURES ARE NOT SUBSTANTIATED.

R.I.PANS

I have been using Ripans Tabules for over two years as a medicine for general ills. I always keep a supply on hand, and they come in handy for every-day use in case of headache, constipation or a bilious attack.

At druggists.

The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.

The Evening Journal

Jersey City
N. J.

A two-cent local paper.
Enterprising but not sensational.

HOME not Street circulation.

Only one edition daily,
hence:—

Every copy a family of
readers.

Circulation Averages

1899	1900	1901
14,486	15,106	15,891

1902, 17,160

The American Newspaper Directory
awards the mark  for quality
of circulation.

1,000
Eight - Page
Booklets for

\$10

5,000 for \$26.00

SEND FOR A SAMPLE

We will set in type,
supply stock, print
and bind 1,000 8-pp.
booklets, size $3\frac{1}{2} \times 5$
inches, for \$10, or
5,000 for \$26. Will
give good type dis-
play, use good paper,
print in any color ink
you say, and guaran-
tee you a first-class
job in every respect.

SEND FOR A SAMPLE

Address

**Printers'
Ink
Press**

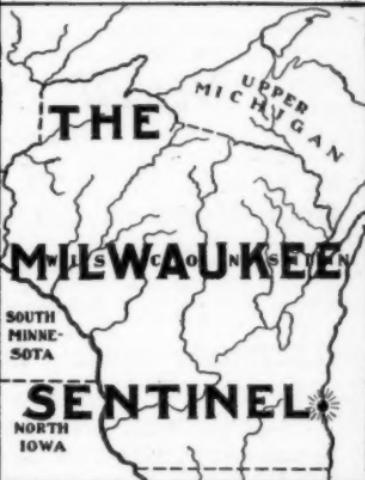
10 Spruce St.
New York
N. Y.

We also write and set attractively in type
Advertisements of every description. This
is one of our specialties, and we have a knack
of setting an Advertisement so that it stands
right out on the page and demands attention.

Covering Wisconsin

has within the year become an entirely new proposition. The Sentinel, always the cornerstone, is now the cap sheaf too and intermediate stories---in fact, the whole structure for profitable publicity, in the Badger State.

You can't cover Wisconsin, upper Michigan, southern Minnesota and northern Iowa without using



What's more, you need use no other daily or Sunday paper to work this field satisfactorily.



THE MILWAUKEE SENTINEL

is the general advertiser's comprehensive and economical medium for reaching the conservative and enterprising thrift of this prosperous commonwealth—a

Two-Cent Metropolitan Morning Daily

that has eliminated Chicago journalism as a considerable factor in its own territory.

Financial Advertisers

FIND THE

Cincinnati Daily Times-Star

particularly profitable. Here's an unsolicited testimonial from one who has tried it.

Newell & Newell

1879-1902

Owners and Operators of

Gold Mines in Gilpin County, Colorado
Main Office, 324 Cooper Building.

Denver, Colo., April 29, 1902.

CINCINNATI TIMES-STAR,
Cincinnati, Ohio.

GENTLEMEN: While we have extensively advertised the stock of the Berthoud Land, Coal, Gas and Oil Company in the leading and largest daily papers throughout the Middle and Eastern States, we can say that the results obtained from our advertising in your paper have exceeded the results from that of any other paper used.

Very truly yours,
NEWELL & NEWELL.

There's no secret about it.

1st. It has the largest circulation of any paper in the State of Ohio. That's **Quantity!**

2d. Its constituency are of the great middle and upper classes. That's **Quality!**

**No Better Combination Known—
A Trial Convences.**

For further information, estimates, etc., address,

**E. A. BERDAN, Direct Representative,
86 POTTER BUILDING, NEW YORK.**

100 Per Cent Net Profit

and returns not half in yet.

THIS is surely an excellent testimonial for any publication, but taking into consideration the class of business advertised, it is most flattering. Buyers of books are the best people in the world for an advertiser to reach, as they are persistent readers of advertisements. This is proven by the experience of the following advertisers :

HOLYOKE, Mass., June 6, 1902.

THE MAGAZINE OF MYSTERIES, New York.

I have been using your magazine as an advertising medium for a little over two months, and have already received over one hundred per cent net profit on the money I have paid you for advertising, and the returns are not half in yet.

Yours truly, **WILLIAM E. TOWNE.**
(Dictated.)

ALAMEDA, Cal., May 31, 1902.

THE MAGAZINE OF MYSTERIES. New York City.

GENTLEMEN: Our ad in your last issue has brought splendid returns.
* * * Please repeat our ad in your July issue. Very truly yours,

THOUGHT PUBLISHING CO.,
per M. E.

The readers of THE MAGAZINE OF MYSTERIES are intelligent people of means who are susceptible to argument and are willing to investigate and buy any new article that appeals to them. Fake or shoddy goods would not interest them, but an advertiser having an article of merit can bring it to the attention of these readers with large profit to himself. They buy everything used in the home.

We believe that every advertiser who has used our paper up to date has found it profitable.

Sample copy will be sent on application to any interested advertiser.

THE NEW YORK MAGAZINE OF MYSTERIES

22 North William St., New York City

The Magazine of Mysteries pays others.
It will pay YOU.



"Stop--Look--And Listen!"

There's no lock on this press-room door. No need even for a loose latch-string. The pressman likes sunshine and good fresh air. Walk in and see him at work.

The Toledo Times-News

Has changed the complexion of things in the newspaper world of Toledo. You can try to cover the field without them if you like. But don't say you weren't warned, if you fail.

**28,099 Daily Average
for May.**

Those 28,099 aren't simply say so. They're sworn to. We're not exaggerating when we say that we enjoy investigation. We are sincere and in earnest. Inquiry and comparison will be welcomed.

Eastern Representatives,

Vreeland-Benjamin,

150 Nassau St., New York.

Western Representative,

H. M. Ford,

112 Dearborn St., Chicago.

Difference in Price

NOT IN QUALITY

OFFICE OF THE KIMBALL GRAPHIC.

KIMBALL, SOUTH DAKOTA, June 6, 1902.

PRINTERS INK JONSON, New York City.

Dear Sir: I inclose you some circulars (exhibit No. 2) printed with what is branded "Brilliant Black" ink at 50 cents a pound and some of the same circulars printed with your 6-cent news ink. Maybe you can see some difference in the two in favor of the 50-cent ink, but I'll be blamed if I can. *Either I am buying my news ink awfully cheap or else my job ink awfully dear.*

I have, as you know, used your news ink exclusively for years, but have not bought job ink of you on account of not using enough of it to make an order so far away.

I would like to have you, however, send me your price list of job inks, color cards if you have them, and prices put up in tubes and cans. Also how much postage required on quarter pound cans or tubes. I prefer to use tubes. Do you know how much express would be on pound cans from New York here?

Very truly yours, C. R. TINAN.

Mr. Tinan has been getting my news ink by freight, on which he paid two cents a pound by the hundred weight. Being a small consumer of job inks he presumed that the express rates would more than offset my low prices. This is a wrong impression, as an assortment of inks suitable for a small job office, and weighing about ten pounds packed, would cost \$1.15 from New York to Kimball, S. D. A one pound can, packed in a small box, would cost about 30 cents, so you see, the larger the quantity ordered, the smaller the ratio of expense. Judging by the price paid by Mr. Tinan (50 cents) for a job ink no better than my news ink, it would be far cheaper to buy from me even if the express rates were double.

I put up my fine job inks in small cans from quarter pound upwards, and when ordered in tubes, charge 5 cents extra for each quarter pound tube, ten cents for a half pound tube and fifteen cents for a pound tube. Printing inks in cans are allowed to go through the mails if packed in mailing cases holding four ounces each. Inks in tubes are barred from the mails and must be sent by express.

Send for a copy of my price list and I will tell you just what an order will cost delivered at your door. My terms are strictly cash in advance. I play no favorites. When my goods are not found satisfactory, I offer no excuses but refund the money and pay the transportation charges.

ADDRESS

PRINTERS INK JONSON,
17 Spruce Street, New York.

The Philadelphia INQUIRER

draws attention to its undisputed lead in advertising over all other Philadelphia newspapers, because this shows that the advertisers know that the people go hand in hand with the INQUIRER.

The following table is therefore submitted.

ADVERTISING

showing the number of columns printed in each Philadelphia newspaper during the month of May, all being computed at the uniform measure of fourteen agate lines to the inch and 300 lines to the column.

	1902	1901
INQUIRER, . . .	2309 cols.	2265 cols.
Record,	1905 "	1762 "
Times,	681 "	724 "
Press,	1617 "	1546 "
Ledger,	1282 "	1330 "
N. American, . . .	1505 "	1030* "

*No Sunday paper issued last year.

The INQUIRER'S Growth is Steady

It is because the people rely on the INQUIRER and because

The INQUIRER is the PEOPLE'S paper

THE PHILADELPHIA INQUIRER,
1109 MARKET STREET, PHILADELPHIA.

New York Office, Tribune Bldg. Chicago Office, Stock Exchange Bldg.

